

UCN

Response rate: 77% (2896/3742)

Institution report



Introduction

Contents	<ol style="list-style-type: none">1. Introduction, Conclusion and Data overview2. Student Satisfaction, Programme Outcomes and Loyalty3. Overall focus areas and priority map: prioritising future work4. Specific questions under each action area (Programme Management, The Teaching, Social environment and Placement/Internship)5. Own Effort, Image/Relevance and Usefulness of the Degree and Examinations and Tests6. Rating of educational environment, IT-indicator and specific questions for the institution7. Theme questions and background results (results distributed according to demographics)8. Appendix
About the survey	<p>This report describes Student Satisfaction, Programme Outcomes and Loyalty for the students at UCN, and indicates where work on development will be most effective.</p> <p>A total of 3742 students received a questionnaire, and 2896 of these chose to respond. UCN has thereby obtained a response rate of 77%.</p>
Purpose	<p>The overall objectives of this report are to support UCN in:</p> <ul style="list-style-type: none">• Ensuring that resources are used efficiently at the school.• Ensuring that the courses are of satisfactory quality.• Creating decentralised dialogue and learning across areas of the institution regarding ongoing improvement work.
A dialogue tool	<p>The analysis contained in the report help the educational institution to discuss issues relating to:</p> <ul style="list-style-type: none">• Early warning: "Do we have a problem?"• Identifying changes in the students' experiences: "Are we doing the right thing?"• Identifying the areas that mean something to the students' Student Satisfaction, Programme Outcomes and Loyalty: "How can we progress?"• Evaluating improvement initiatives: "Did we do this right?"
Basis for data	<p>Data was collected in autumn 2017. A total of 15933 students at business academies took part in the survey distributed across 10 institutions.</p>
Results of the report	<p>The report contains the following results, each of which offers different answers:</p> <ul style="list-style-type: none">• The overall results for the year. What is the status?• Comparison with the results from last year (if possible). Have we improved?• Comparison with other results. Do we stand out from the average?• Results for the courses at this institution. What are the results from one course to the next?
Project management	<p>Ennova was responsible for the analysis, reporting and (in the case of certain educational institutions) data collection.</p> <p>We hope that you enjoy this process!</p>

Basis for data

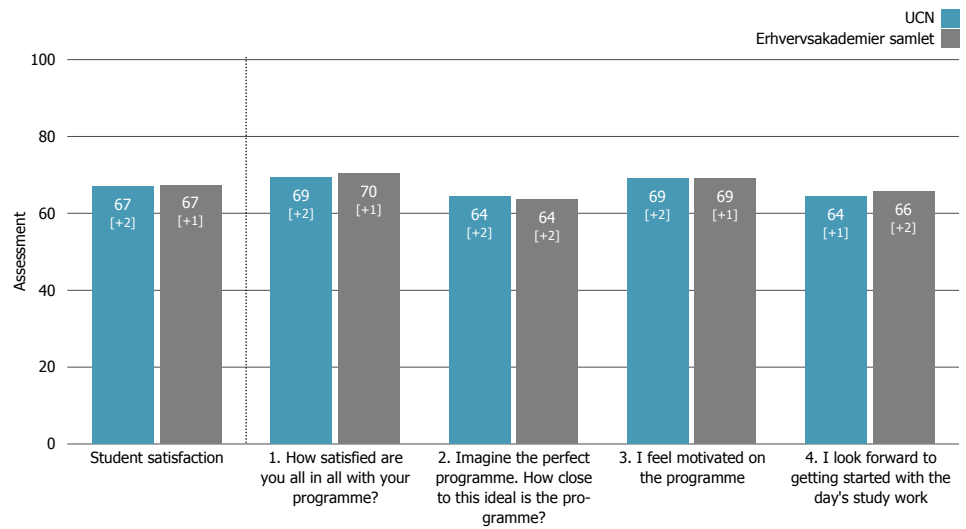
	Response rate	Respondents	Responses
Erhvervsakademier samlet	67%	23741	15933
CphBusiness	55%	4697	2584
Erhvervsakademi Dania	93%	1380	1285
Erhvervsakademi Midtvest	80%	659	528
Erhvervsakademi Sjælland	62%	2799	1726
Erhvervsakademi Sydvest	82%	1161	952
Erhvervsakademiet Lillebælt	71%	3530	2498
IBA, Erhvervsakademi Kolding	48%	1402	670
KEA - Københavns Erhvervsakademi	61%	3836	2325
UCN	77%	3742	2896
Aarhus Maskinmesterskole	88%	535	469
Units subordinate to UCN			
Administrationsbachelor	84%	190	160
Automationsteknolog	81%	59	48
BA Export & Technology	64%	132	84
Bygningskonstruktør	68%	413	279
Datamatiker	78%	312	244
Designteknolog	77%	168	130
Energiteknolog	82%	56	46
Financial Controller	99%	67	66
Finansbachelor	100%	232	232
Finansøkonom	72%	241	173
Installatør	83%	42	35
IT-teknolog	85%	61	52
Markedsføringsøkonom	75%	306	228
Multimediedesign AK	93%	150	140
PB i e-konceptudvikling	85%	121	103
PB i Produktudvikling og Teknisk Integration	75%	59	44
PB i softwareudvikling	55%	29	16
PB International Handel og Markedsføring	66%	184	122
PB webudvikling	62%	58	36
Pba. energimanagement	67%	36	24
Produktionsteknolog	78%	87	68
Professionsbachelor Int. Hospitality Management	84%	104	87
Serviceøkonom	78%	446	350
Sportsmanagement	68%	189	129
Locations at UCN			
Aalborg, CHV (UCN)	78%	2030	1581
Aalborg, CSD (UCN)	77%	1651	1265
Thisted, CLV (UCN)	82%	61	50



Student satisfaction

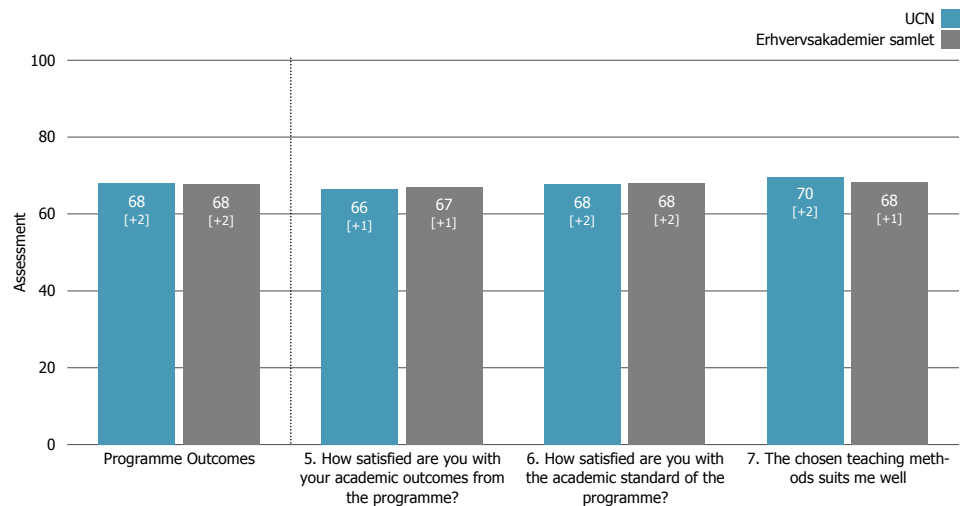
Student Satisfaction is an expression of how well the students are thriving on their course, how they rate the course in comparison with an ideal course and their motivation in regarding to their course.

[] = Development in relation to UCN's previous survey. If this is less than +/- 1, it is expressed as [0].



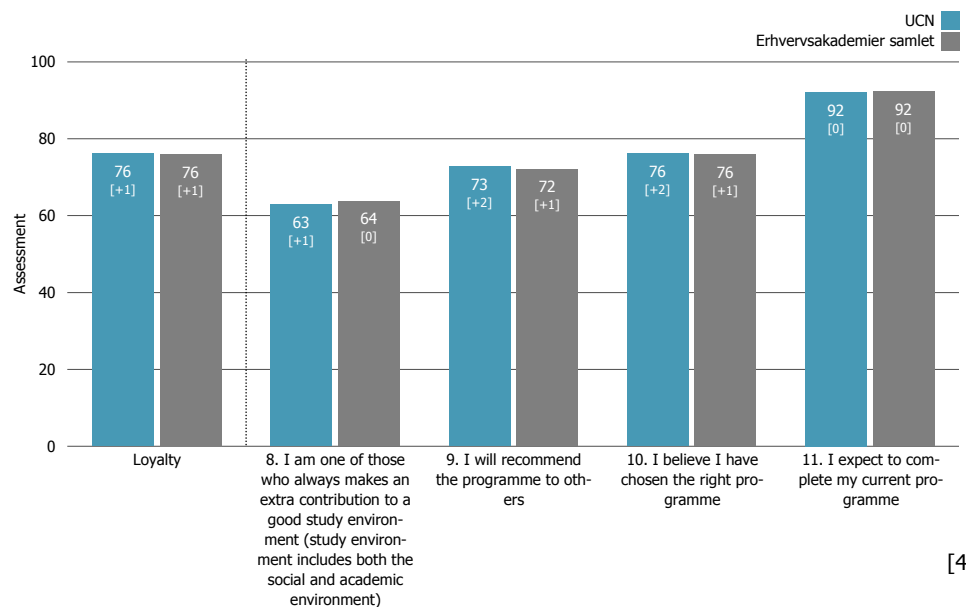
Programme Outcomes

Programme Outcomes is an expression of how satisfied the students are with their programme outcomes, the standard of the course and whether the types of teaching methods provided are good.



Loyalty

Loyalty is expressed through the students' selection and recommendation of the course, along with whether they expect to complete the course. Loyalty is also an expression of whether the students contribute to a good study environment.

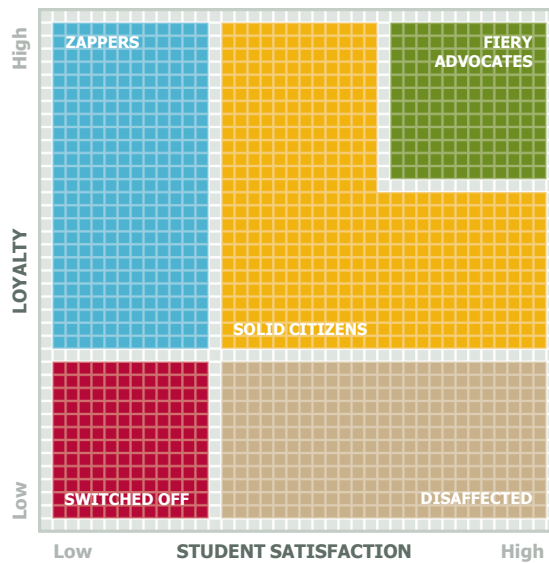




Segmentation

This chart shows how the students can be divided into types based on the interplay between their Student Satisfaction and their Loyalty.

The chart at the bottom of this page shows the specific composition of the students at UCN.



ZAPPERS
Zappers express a low level of Student Satisfaction and medium-to-high Loyalty. Despite their low Student Satisfaction, any decision or consideration regarding leaving the course/institution is typically based on the considerable personal expenses that may be involved in switching courses and/or institutions.

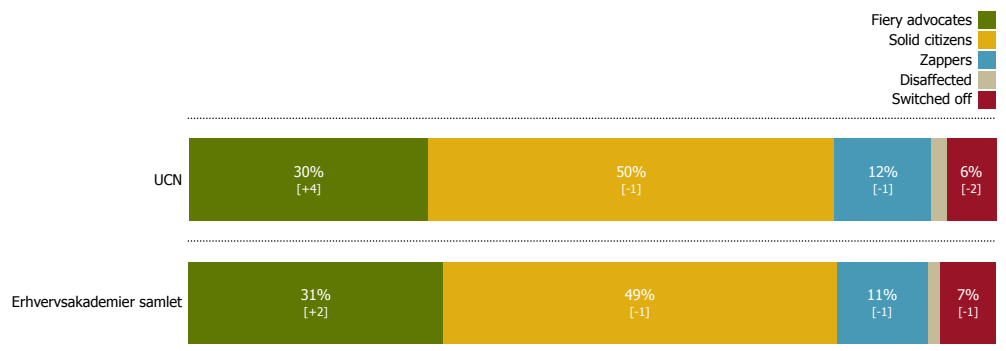
DISAFFECTED
Disaffected students are very critical and not frightened by the thought of switching courses/institutions if a substantially better option arises.

SWITCHED OFF
Switched off students generally have low Student Satisfaction and are doubtful about their choice of course and study location.

FIERY ADVOCATES
Fiery advocates have a high level of Student Satisfaction and a high level of Loyalty. Their extremely positive attitude means that they contribute positively to the activity of the institution, and induces them to recommend the institution and course to friends and acquaintances.

SOLID CITIZENS
Solid citizens have a positive attitude to the institution and the course and a medium-to-high level of Student Satisfaction and Loyalty. Like fiery advocates, they contribute positively to the activity of the institution.

Distribution of studenttypes in UCN.

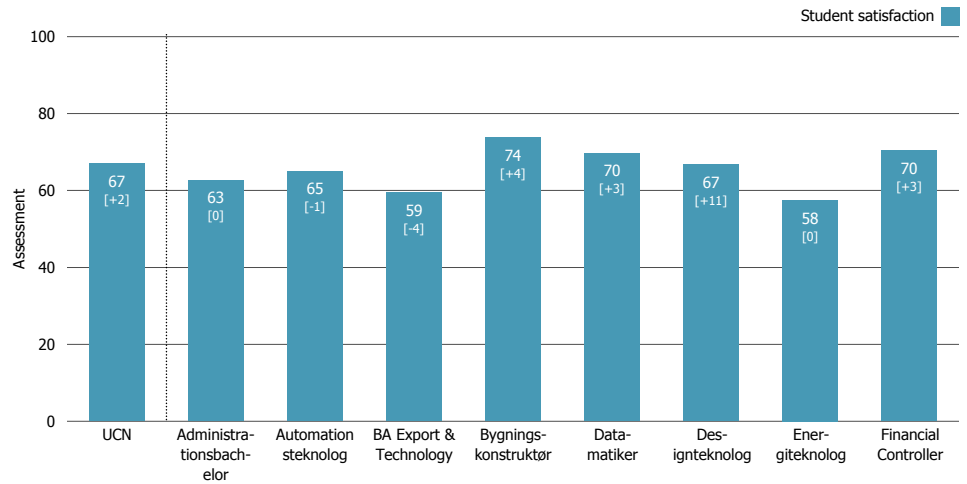




Student satisfaction

This chart shows the level of Satisfaction & Motivation for units subordinate to UCN.

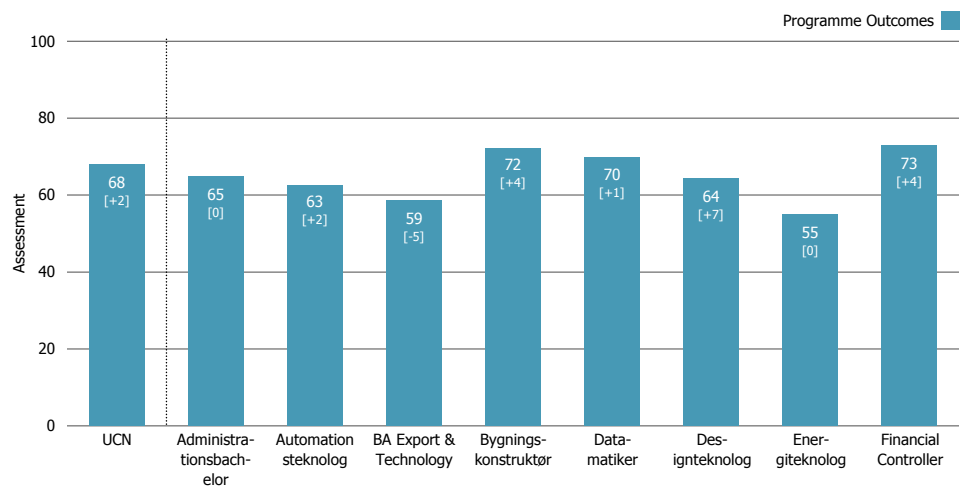
This gives you the opportunity to compare your unit with others within UCN.



Programme Outcomes

This chart shows the levels of Programmes outcomes for units subordinate to UCN.

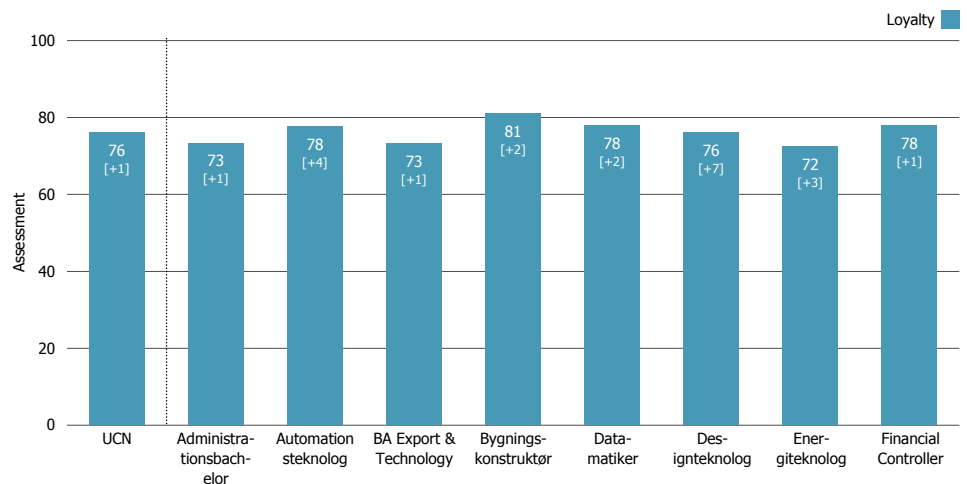
This gives you the opportunity to compare your unit with others within UCN.



Loyalty

This chart shows the levels of Loyalty for units subordinate to UCN.

This gives you the opportunity to compare your unit with others within UCN.

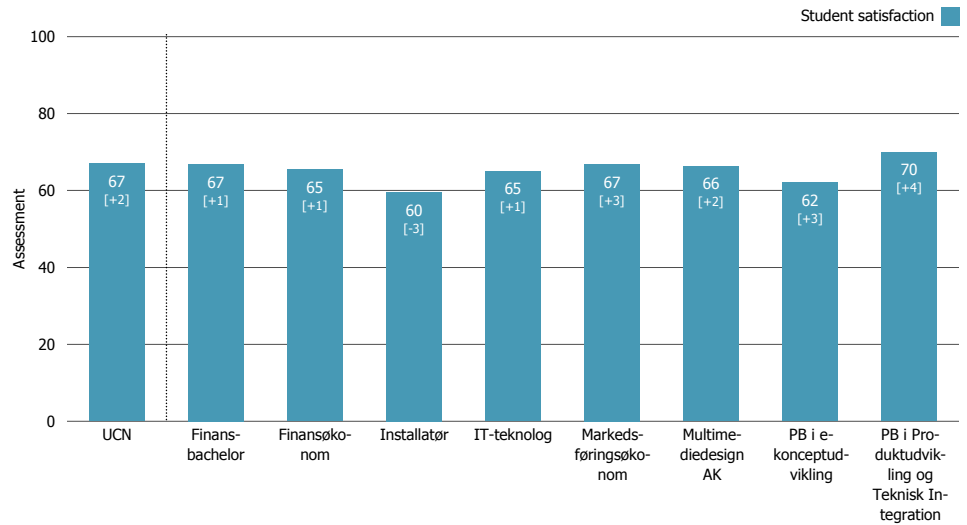




Student satisfaction

This chart shows the level of Satisfaction & Motivation for units subordinate to UCN.

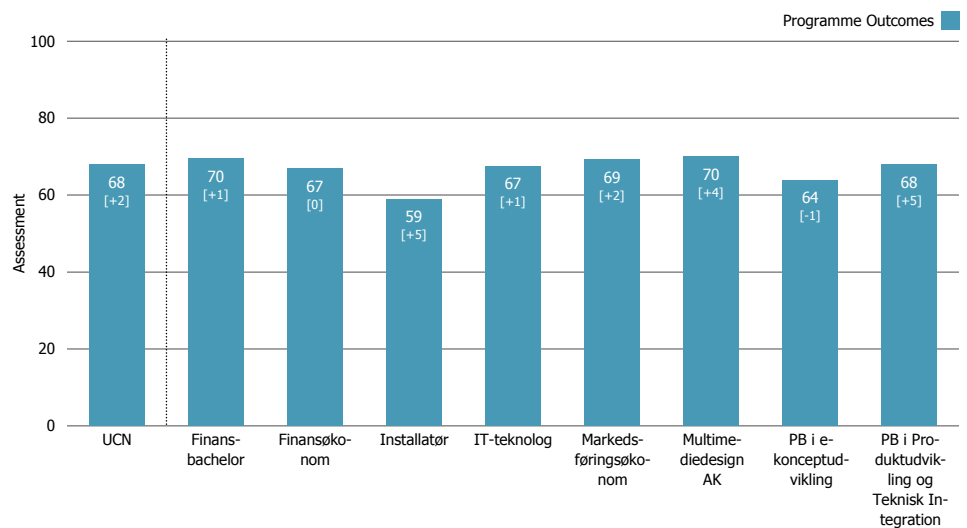
This gives you the opportunity to compare your unit with others within UCN.



Programme Outcomes

This chart shows the levels of Programmes outcomes for units subordinate to UCN.

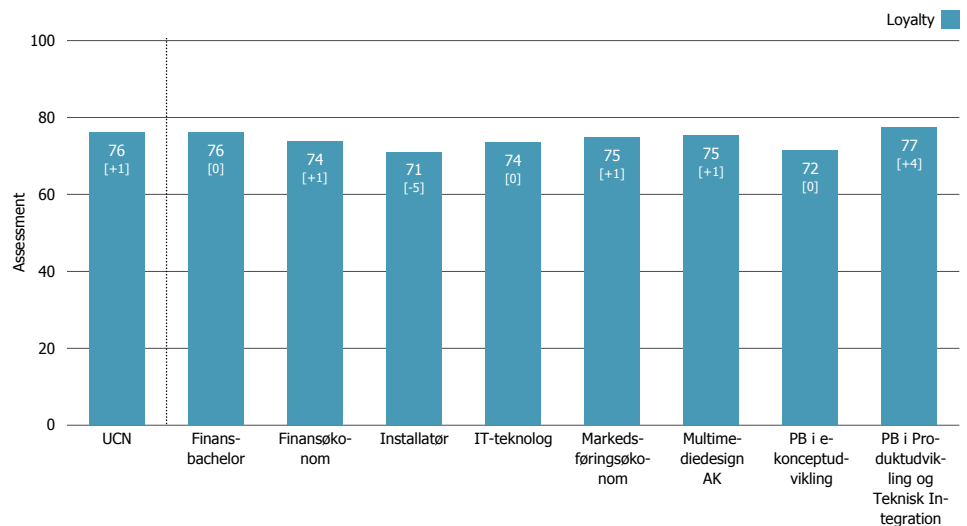
This gives you the opportunity to compare your unit with others within UCN.



Loyalty

This chart shows the levels of Loyalty for units subordinate to UCN.

This gives you the opportunity to compare your unit with others within UCN.

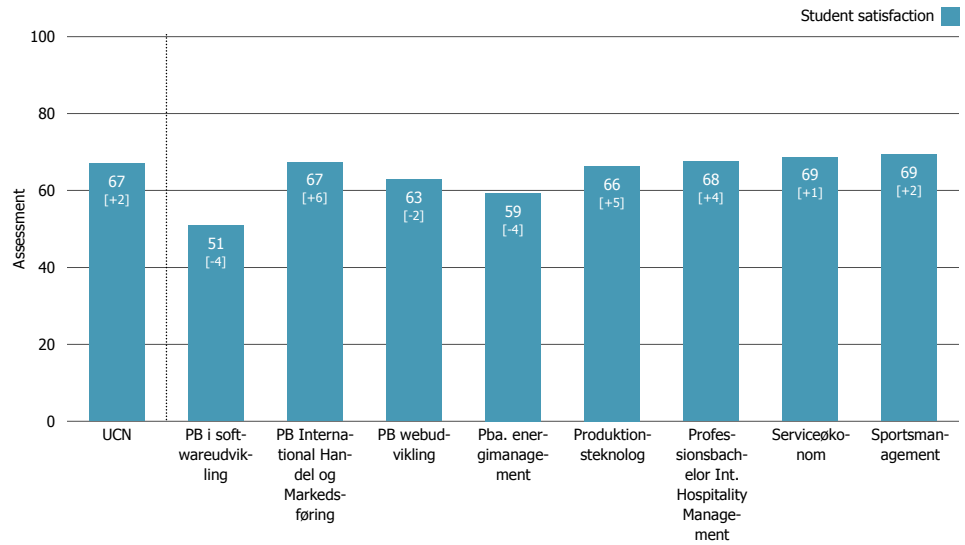




Student satisfaction

This chart shows the level of Satisfaction & Motivation for units subordinate to UCN.

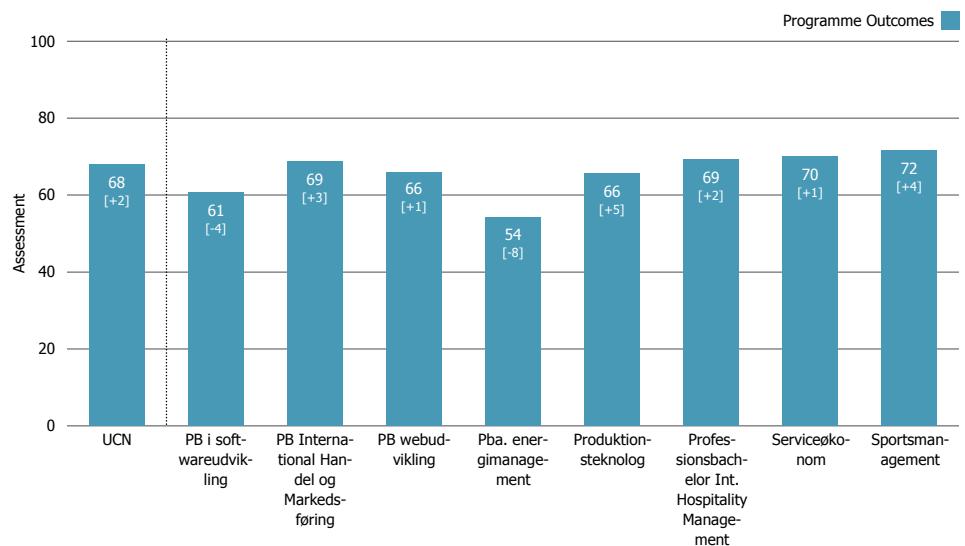
This gives you the opportunity to compare your unit with others within UCN.



Programme Outcomes

This chart shows the levels of Programmes outcomes for units subordinate to UCN.

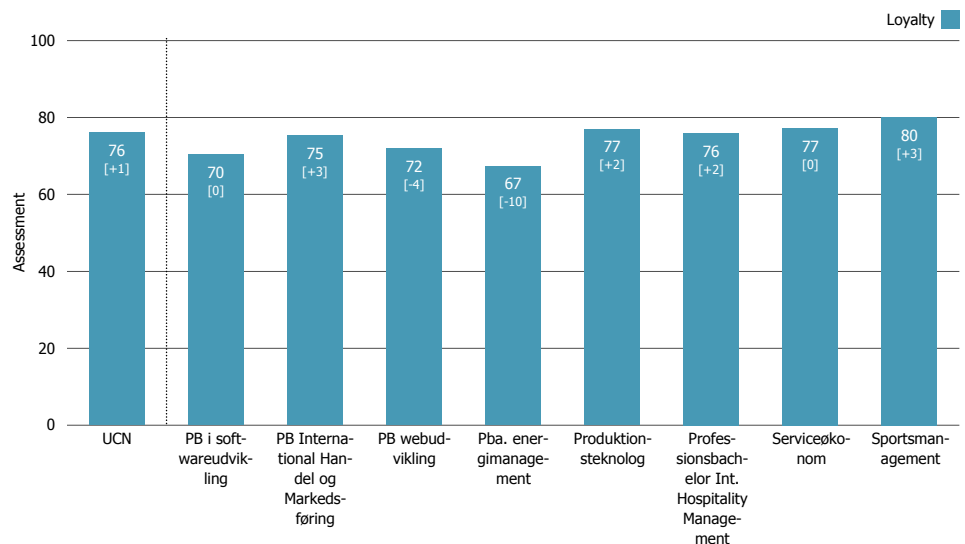
This gives you the opportunity to compare your unit with others within UCN.



Loyalty

This chart shows the levels of Loyalty for units subordinate to UCN.

This gives you the opportunity to compare your unit with others within UCN.





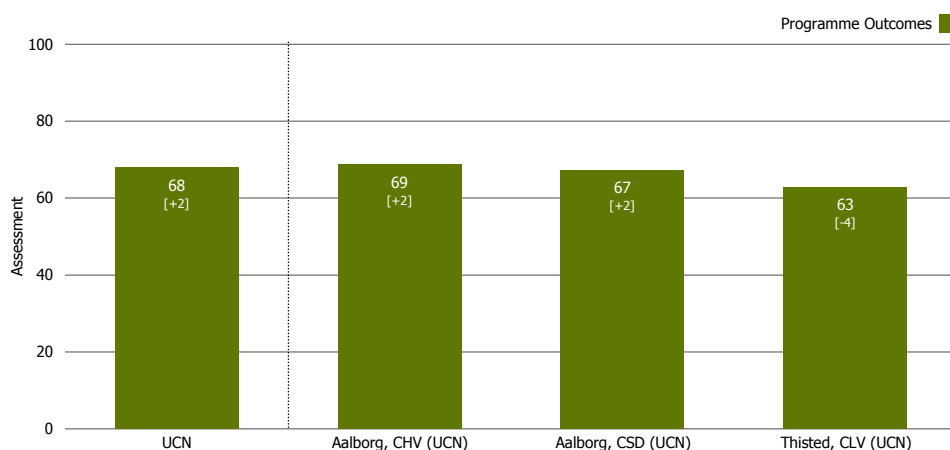
Student satisfaction

This chart shows the level of Satisfaction & Motivation for locations subordinate to UCN.



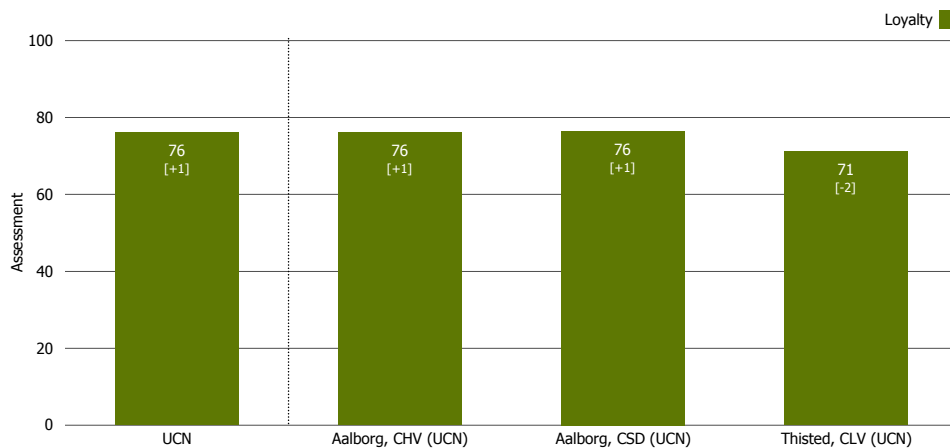
Programme Outcomes

This chart shows the levels of Programmes outcomes for locations subordinate to UCN.



Loyalty

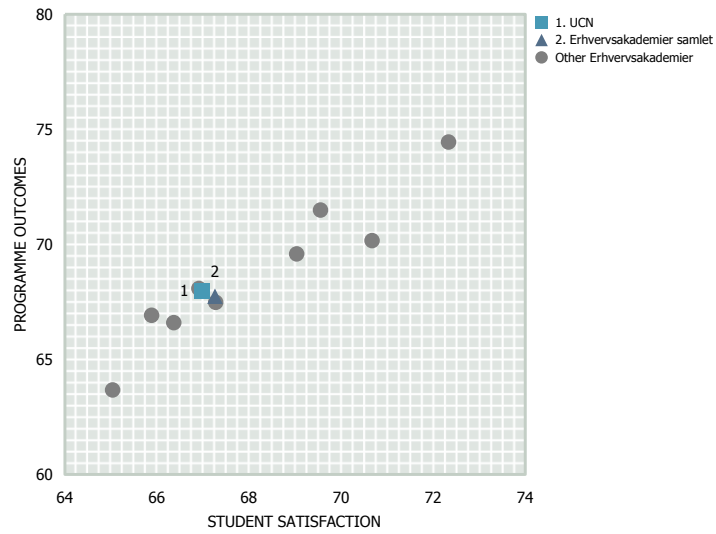
This chart shows the levels of Loyalty for locations subordinate to UCN.





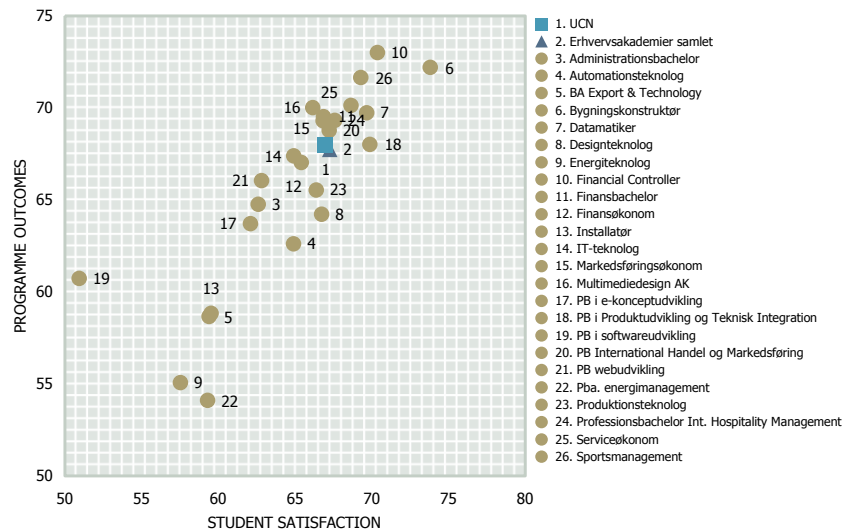
Other educational institutions - Student Satisfaction and Programme Outcomes

The chart shows Student Satisfaction and Programme Outcomes for UCN and for other educational institutions.



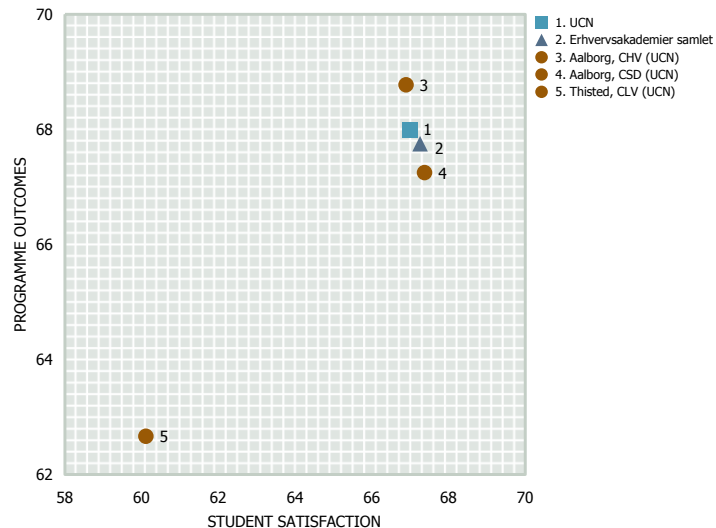
Courses - Student Satisfaction and Programme Outcomes

The chart shows Student Satisfaction and Programme Outcomes for all courses at UCN.



Locations - Student Satisfaction and Programme Outcomes

The chart shows Student Satisfaction and Programme Outcomes for all locations at UCN.



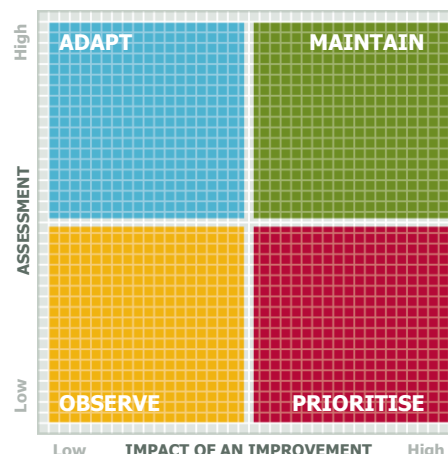
How can Student Satisfaction & Loyalty be improved?

The priority maps point the way

So far, the report has shown the Student Satisfaction, Programme Outcomes and Loyalty of students in UCN.

The following pages will help identify the areas that, when improved, will have the greatest impact on the students' Satisfaction & Loyalty.

The priority maps in the rest of the report show the areas that will offer the greatest benefits when prioritised in order to improve Student Satisfaction & Loyalty. Merely looking at the ratings for each area is not enough, though. It is also necessary to compare the rating with the impact that the individual areas have on the students' Satisfaction & Loyalty



How to interpret the priority maps

PRIORITISE action areas

High importance + Low rating:

Action areas in this field of the priority map should be improved, since their low rating does not correspond to the high importance to which students attribute these areas. Improving an area will have a great effect on overall Student Satisfaction & Loyalty.

MAINTAIN strengths

High importance + High rating:

These areas are highly rated. Since their importance on Student Satisfaction & Loyalty are also high, focus should remain on these areas. At a minimum, the rating for these areas should be maintained, but any improvements will have a great effect on Student Satisfaction & Loyalty because of the area's importance.

ADAPT opportunities

Low importance + High rating:

Ratings are relatively high in this area, but it is not particularly important to Student Satisfaction and Loyalty. In this case, it may be advisable to either reduce the consumption of resources or communicate the high rating better to the students, so that the area becomes more important and thus has a greater impact on their feelings of Student Satisfaction and Loyalty.

OBSERVE weaknesses

Low importance + Low rating:

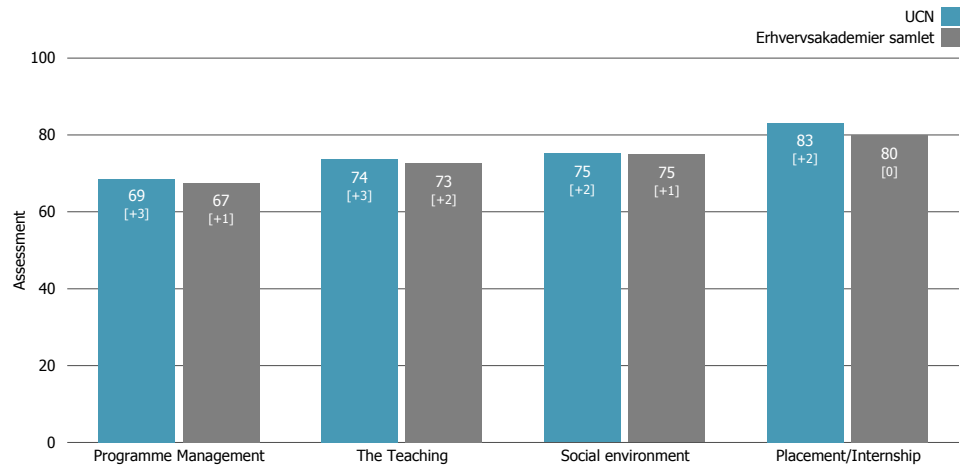
Areas with limited importance and a low rating should only be prioritised if they are expected to become more important to Student Satisfaction and Loyalty in the future. Track developments in this area.

In which areas should action be taken in order to improve Student Satisfaction and Loyalty?



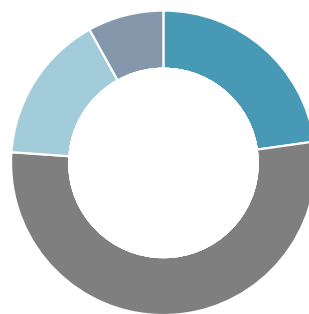
Rating of action areas

The chart indicates how the students rate the four action areas that impact Student Satisfaction and Loyalty.



Impact on Student Satisfaction & Loyalty

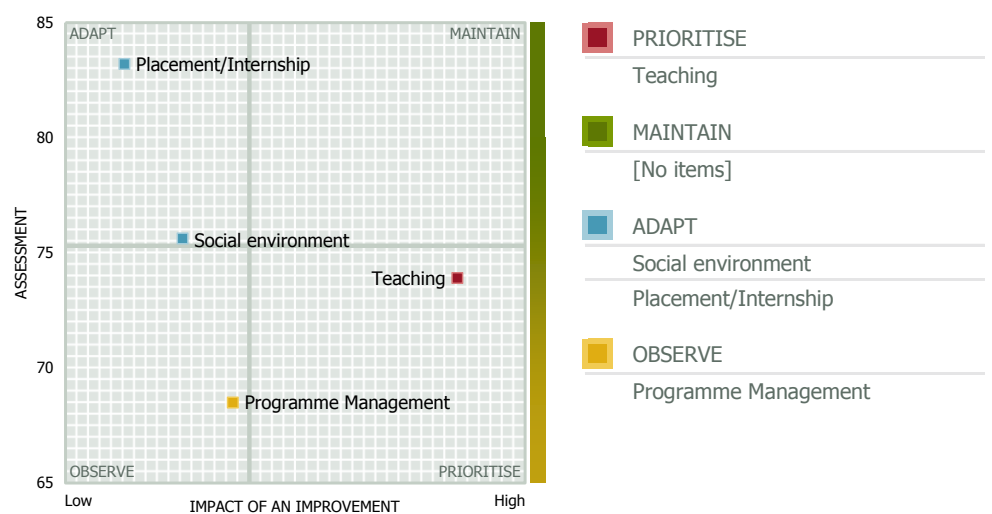
The circle diagram shows the areas that, when changes are made, have the greatest impact on students' Satisfaction & Loyalty.



Overall priority map

The overall priority map shows the students' rating of the action areas in combination with the impact that an improvement will have on students' Satisfaction & Loyalty.

When selecting action areas, the priority maps indicate where improvements are needed. In other words, the priority map is a tool and not a specific list of answers.





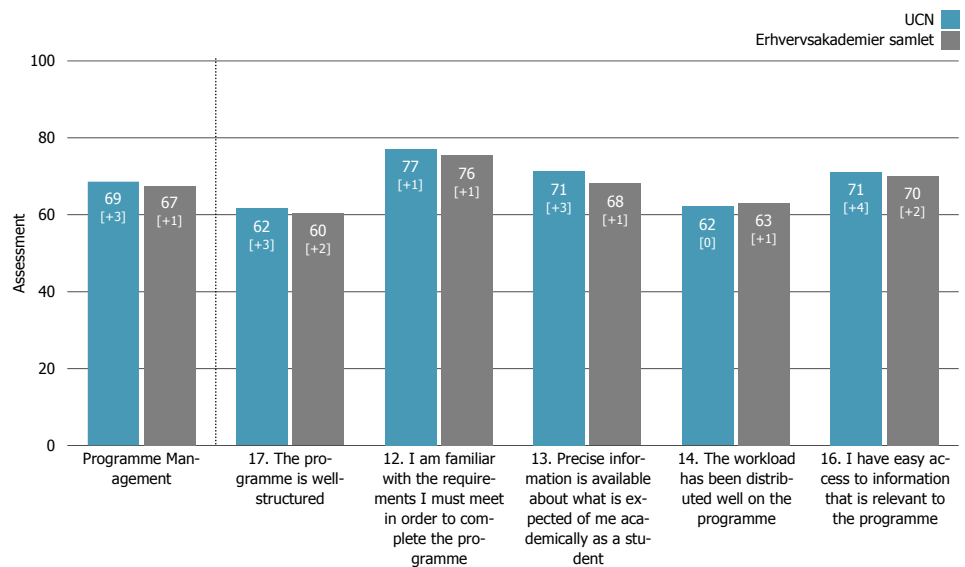
Going through the four action areas

The four action areas are the ones that you can actively work on in order to improve overall Student Satisfaction & Loyalty. On the following pages, we go through each action area separately. We provide an assessment of each question that was posed in order to evaluate the situation. The priority scheme on the following pages applies only to the individual condition. In order to know the condition's position in the overall priority map, look at the top right-hand corner of the page, where we have specified where you are in the map and, therefore, what you should do.

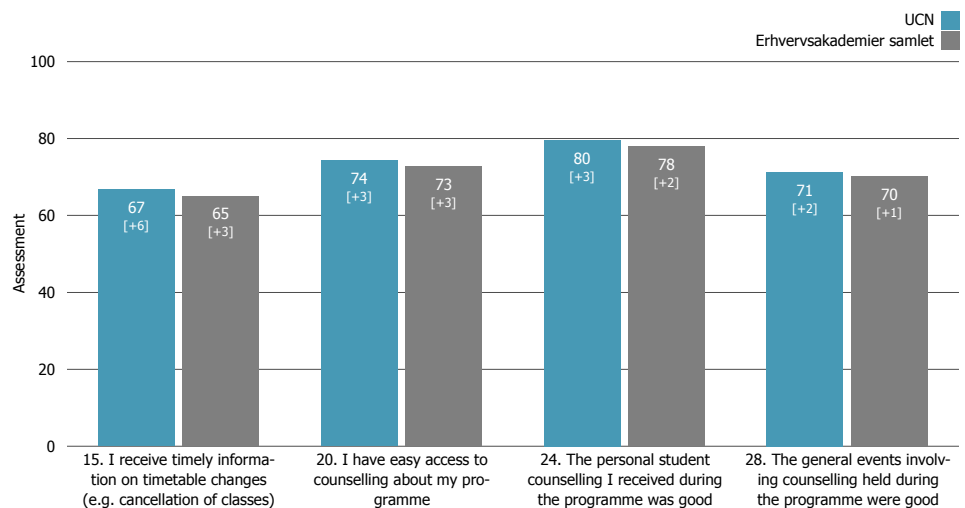
Programme Management

This chart shows your students' assessment of the specific conditions under 'Programme Management'.

The questions in the top chart make up the overall results for the area Programme Management.



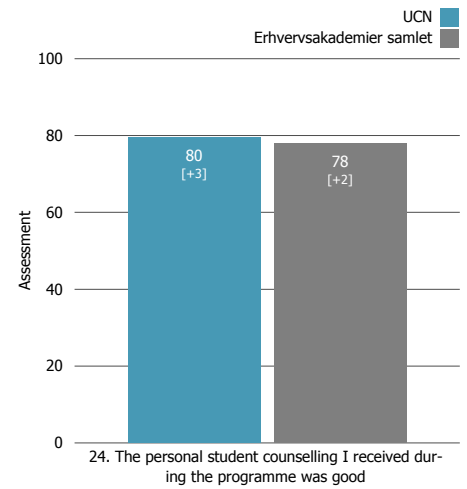
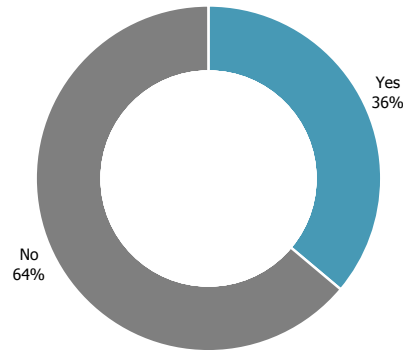
The remaining questions go into more depth in order to understand the perception of Programme Management within UCN.





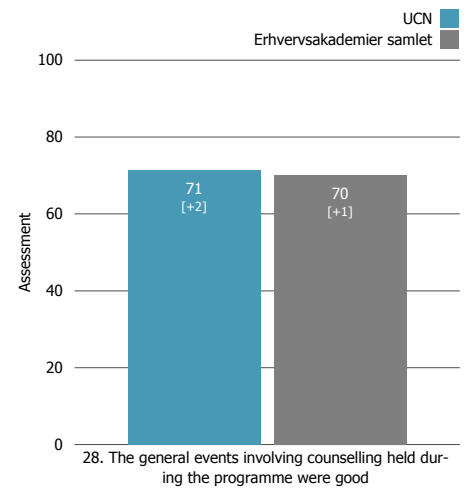
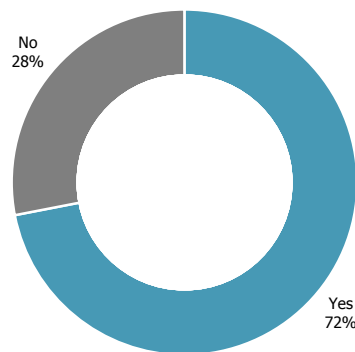
I have received personal student counselling during the study programme

The chart on the right indicates the distribution of students in regard to the above questions. Only those students who answered "Yes" were asked the question on the far right.



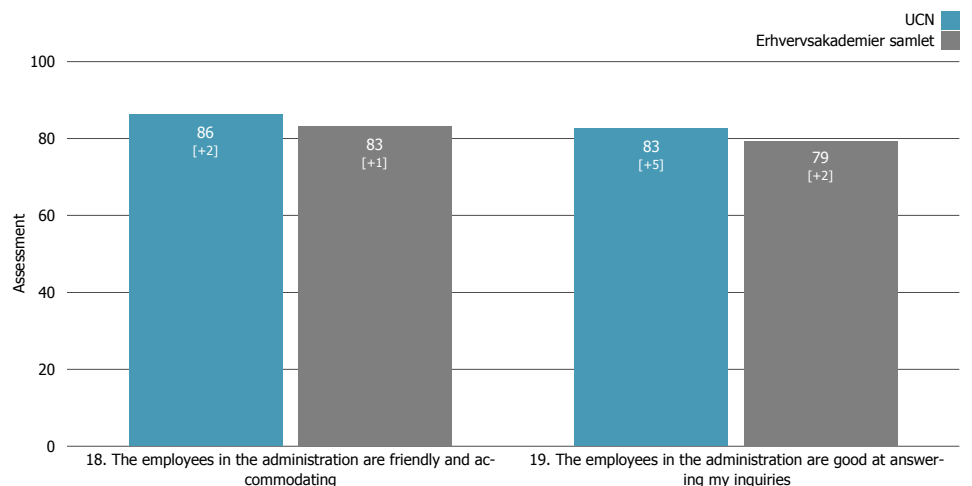
During the programme, I have participated in general events involving counselling (e.g. about work placements/internships, study techniques, elective modules and examinations)

The chart on the right indicates the distribution of students in regard to the above questions. Only those students who answered "Yes" were asked the question on the far right.



The Administration

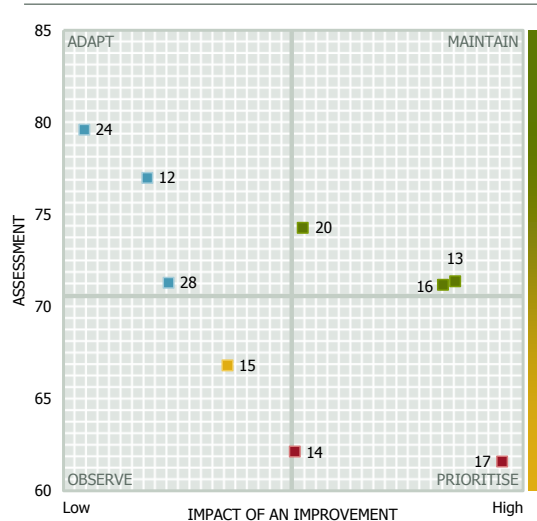
The chart on the right shows the results for The Administration. These question are optional, why they are not part of the model.





Priority map for Programme Management

The priority map shows the students' rating of the specific conditions regarding Programme Management and the impact of an improvement on the students' overall rating of Programme Management for UCN.



PRIORITISE

- 14. The workload has been distributed well on the programme
- 17. The programme is well-structured

MAINTAIN

- 13. Precise information is available about what is expected of me academically as a student
- 16. I have easy access to information that is relevant to the programme
- 20. I have easy access to counselling about my programme

ADAPT

- 12. I am familiar with the requirements I must meet in order to complete the programme
- 24. The personal student counselling I received during the programme was good
- 28. The general events involving counselling held during the programme were good

OBSERVE

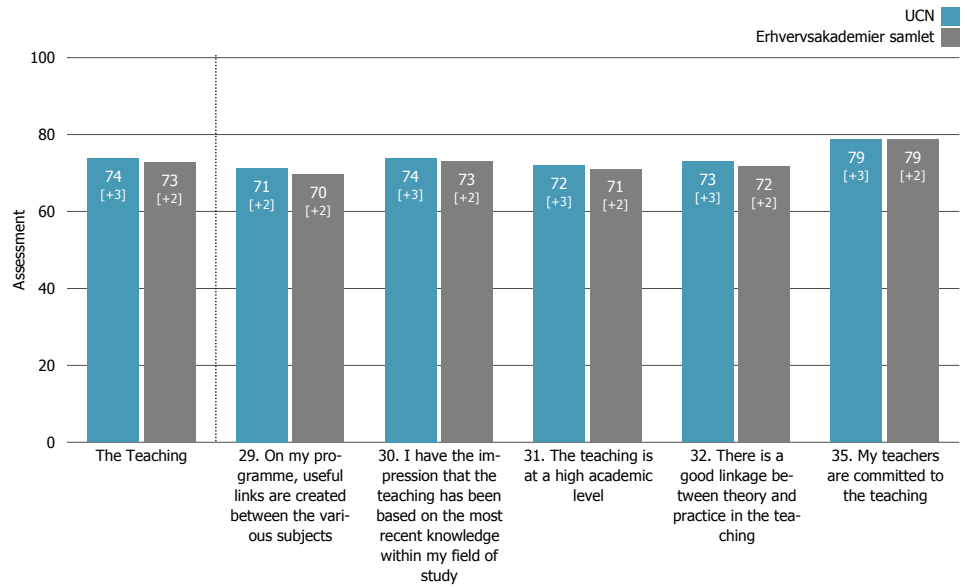
- 15. I receive timely information on timetable changes (e.g. cancellation of classes)



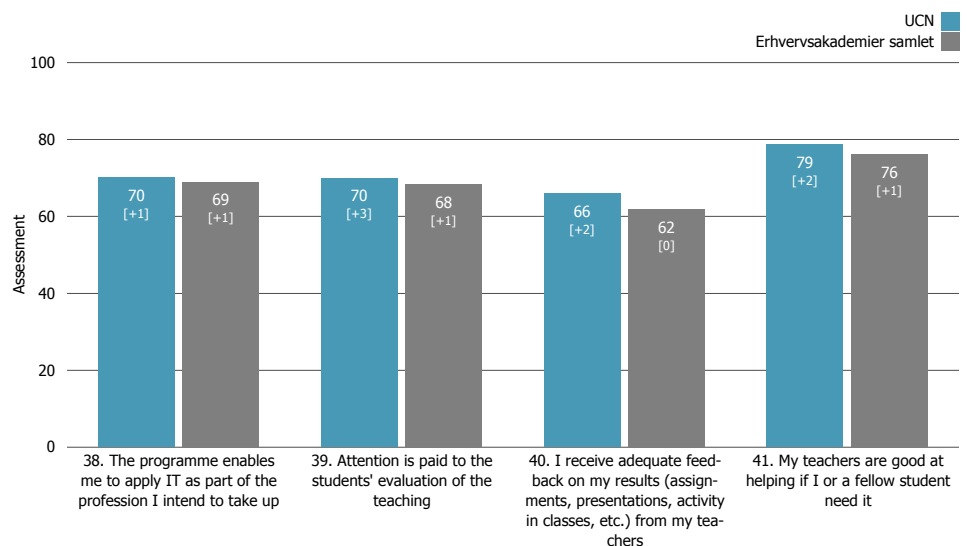
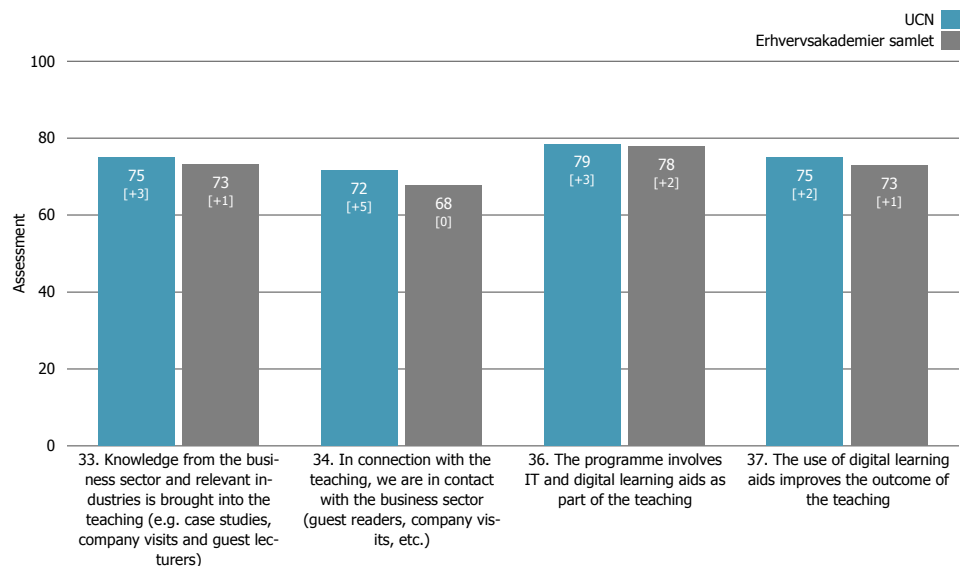
Teaching

This chart shows your students' assessment of the specific conditions under 'Teaching'.

The questions in the top chart make up the overall results for the area Teaching.



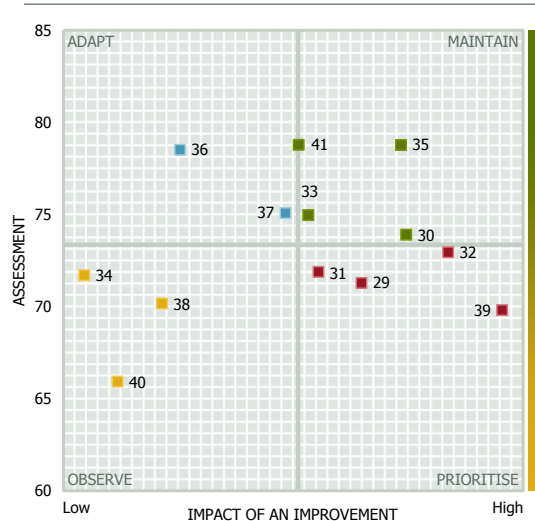
The remaining questions go into more depth in order to understand the perception of Teaching within UCN.





Priority map for Teaching

The priority map shows the students' rating of the specific conditions regarding Teaching and the impact of an improvement on the students' overall rating of Teaching for UCN.



PRIORITISE

- 29. On my programme, useful links are created between the various subjects
- 31. The teaching is at a high academic level
- 32. There is a good linkage between theory and practice in the teaching
- 39. Attention is paid to the students' evaluation of the teaching

MAINTAIN

- 30. I have the impression that the teaching has been based on the most recent knowledge within my field of study
- 33. Knowledge from the business sector and relevant industries is brought into the teaching (e.g. case studies, company visits and guest lecturers)
- 35. My teachers are committed to the teaching
- 41. My teachers are good at helping if I or a fellow student need it

ADAPT

- 36. The programme involves IT and digital learning aids as part of the teaching
- 37. The use of digital learning aids improves the outcome of the teaching

OBSERVE

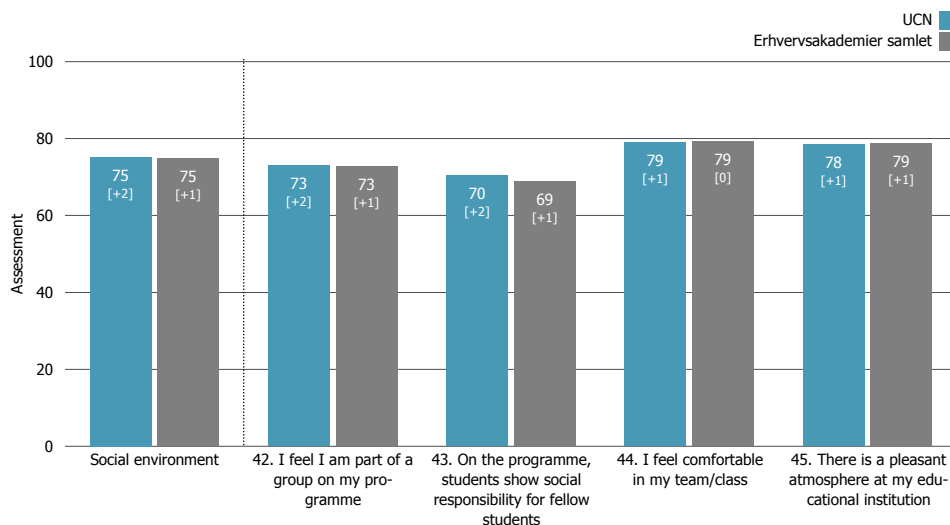
- 34. In connection with the teaching, we are in contact with the business sector (guest readers, company visits, etc.)
- 38. The programme enables me to apply IT as part of the profession I intend to take up
- 40. I receive adequate feedback on my results (assignments, presentations, activity in classes, etc.) from my teachers



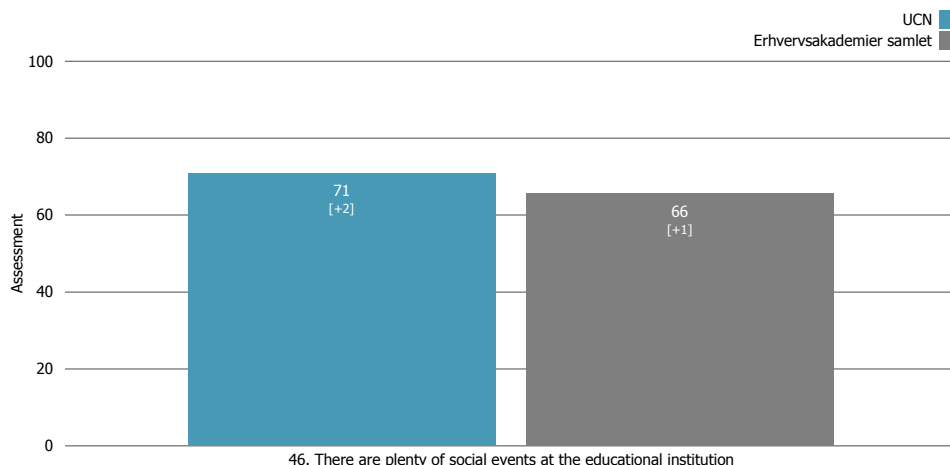
Social environment

This chart shows your students' assessment of the specific conditions under 'Social environment'.

The questions in the top chart make up the overall results for the area Social environment.



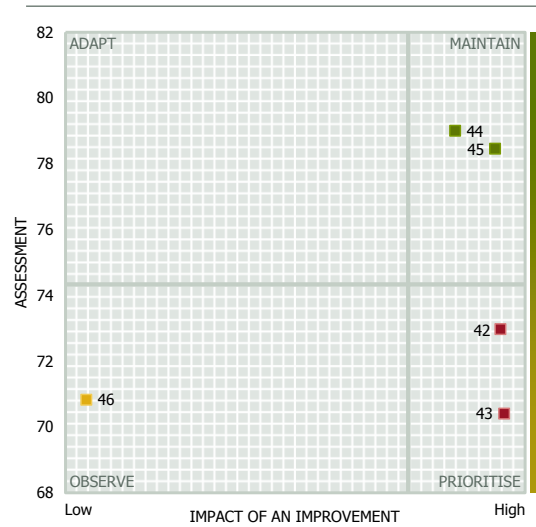
The remaining questions go into more depth in order to understand the perception of Social environment within UCN.





Priority map for Social environment

The priority map shows the students' rating of the specific conditions regarding Social environment and the impact of an improvement on the students' overall rating of Social environment for UCN.



- **PRIORITISE**
 - 42. I feel I am part of a group on my programme
 - 43. On the programme, students show social responsibility for fellow students
- **MAINTAIN**
 - 44. I feel comfortable in my team/class
 - 45. There is a pleasant atmosphere at my educational institution
- **ADAPT**
 - [No items]
- **OBSERVE**
 - 46. There are plenty of social events at the educational institution

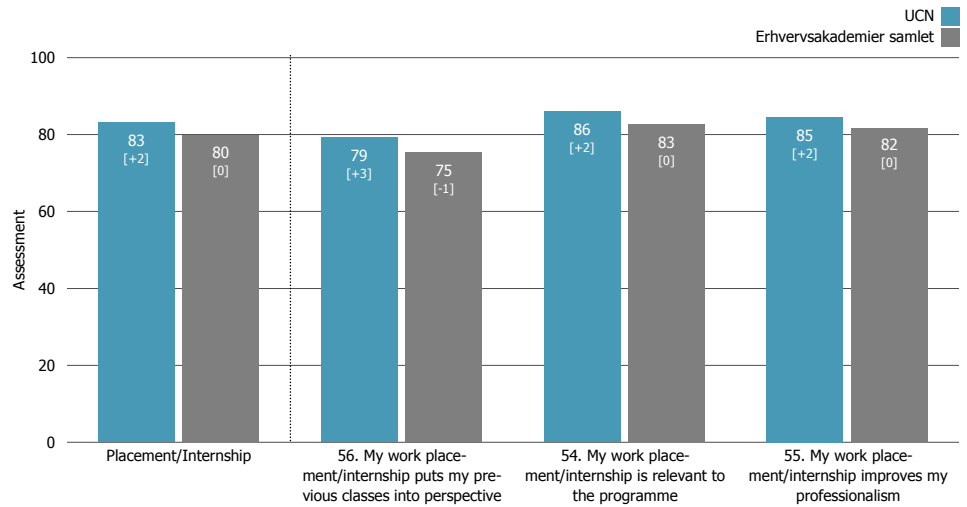
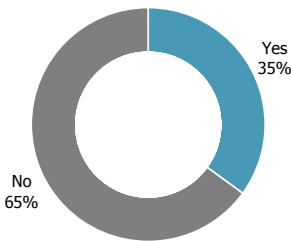


Placement/Internship

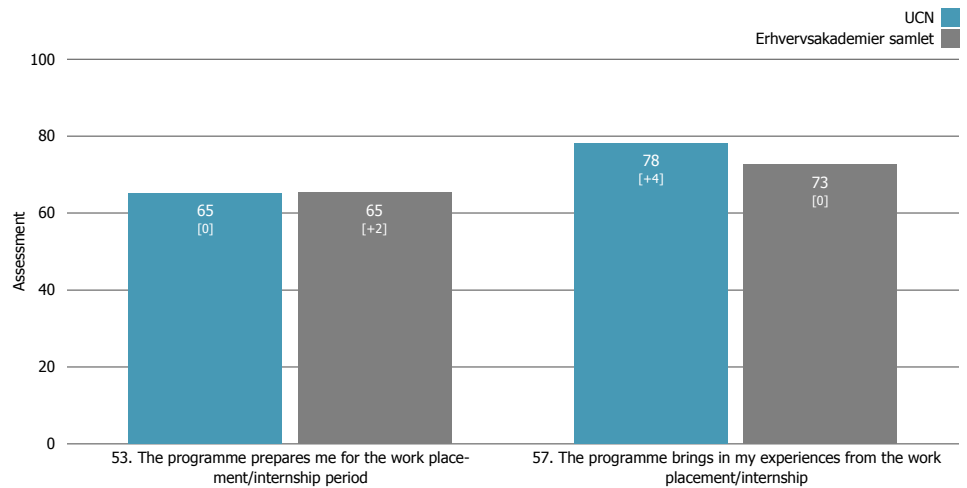
This chart shows your students' assessment of the specific conditions under 'Placement/Internship'.

The questions in the top chart make up the overall results for the area Placement/Internship.

The figure below shows the amount of students, who have answered, who have been on Internship.

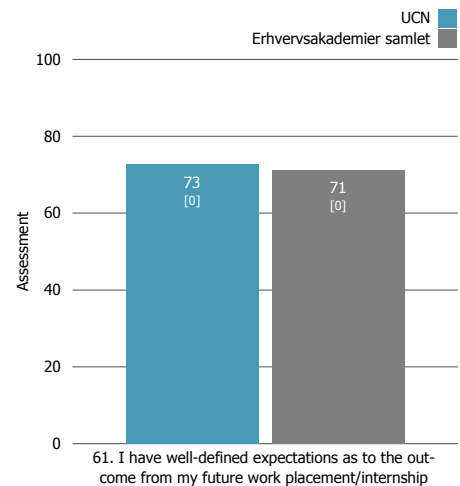
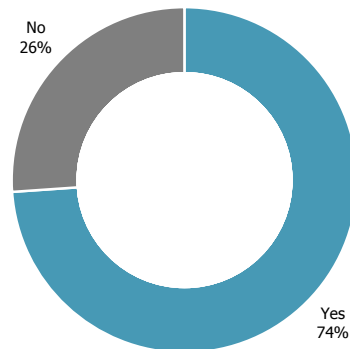


The remaining questions go into more depth in order to understand the perception of Placement/Internship within UCN.



Are you yet to complete a required work placement/internship on your programme?

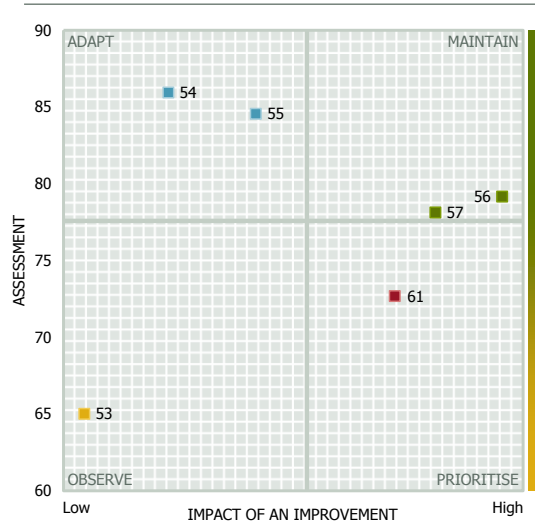
The chart on the right indicates the distribution of students in regard to the above questions. Only those students who answered "Yes" were asked the question on the far right.





Priority map for Placement/Internship

The priority map shows the students' rating of the specific conditions regarding Placement/Internship and the impact of an improvement on the students' overall rating of Placement/Internship for UCN.



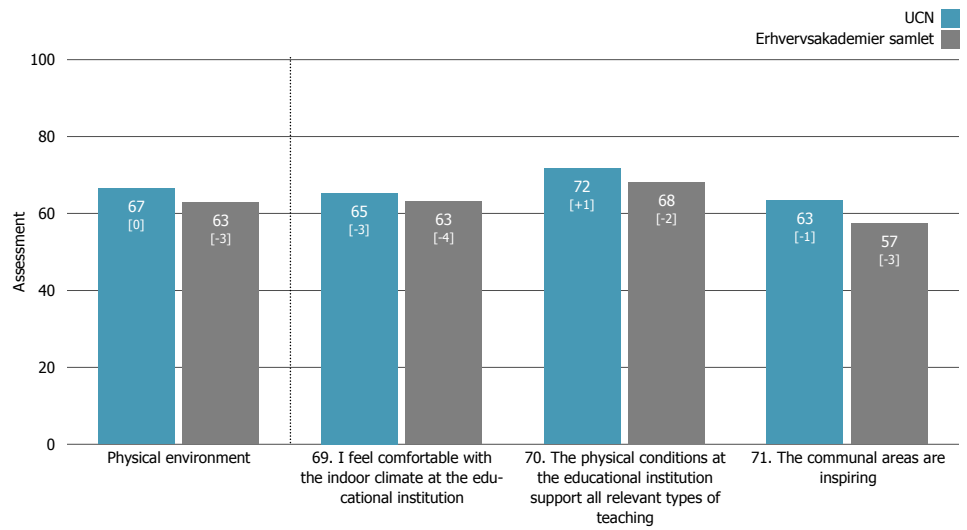
- **PRIORITISE**
 - 61. I have well-defined expectations as to the outcome from my future work placement/internship
- **MAINTAIN**
 - 56. My work placement/internship puts my previous classes into perspective
 - 57. The programme brings in my experiences from the work placement/internship
- **ADAPT**
 - 54. My work placement/internship is relevant to the programme
 - 55. My work placement/internship improves my professionalism
- **OBSERVE**
 - 53. The programme prepares me for the work placement/internship period

Physical environment

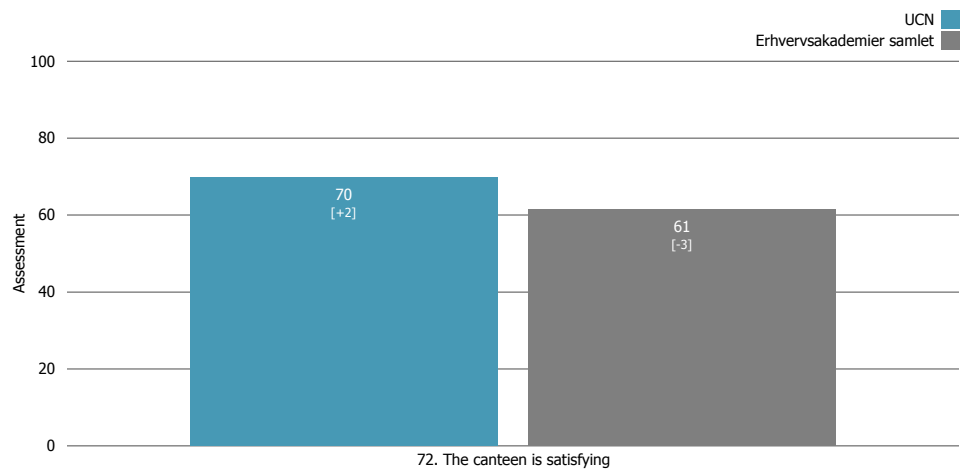
Physical environment

This chart shows your students' assessment of the specific conditions under 'Physical environment'.

The questions in the top chart make up the overall results for the area Physical environment.

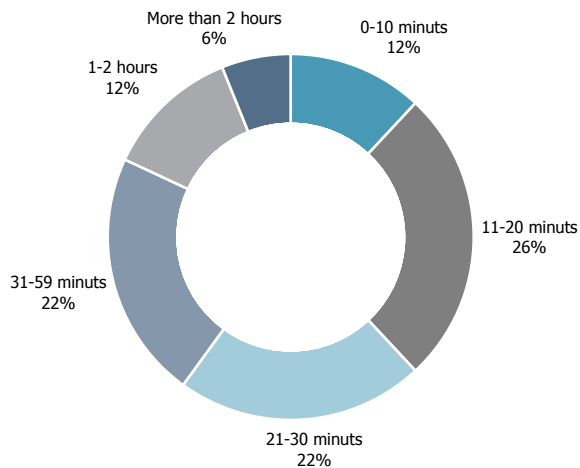


The remaining questions go into more depth in order to understand the perception of Physical environment within UCN.



How much time each day do you spend travelling to and from your educational institution? (NB: not internship)

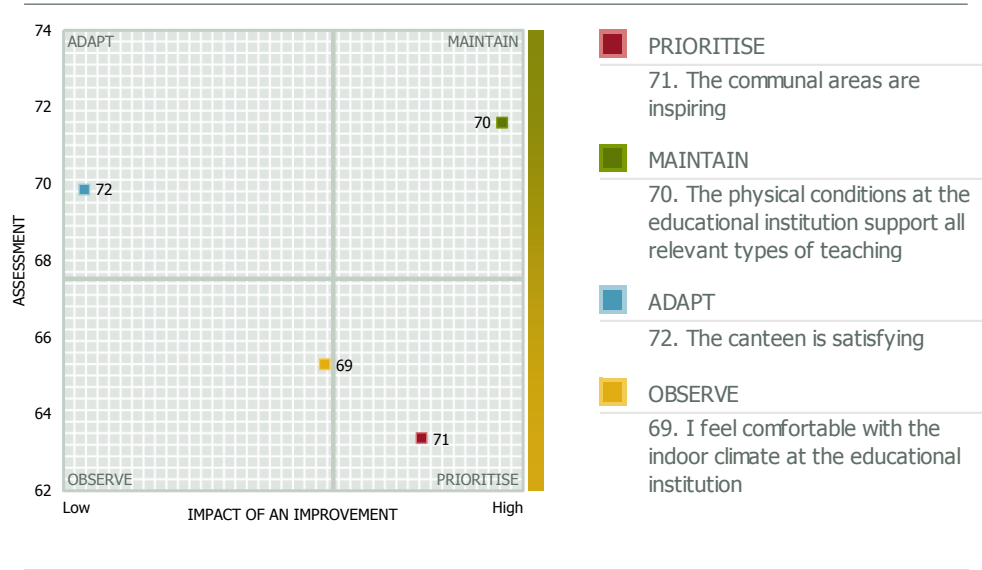
The chart on the right indicates the distribution of students in regard to the above questions.



Physical environment

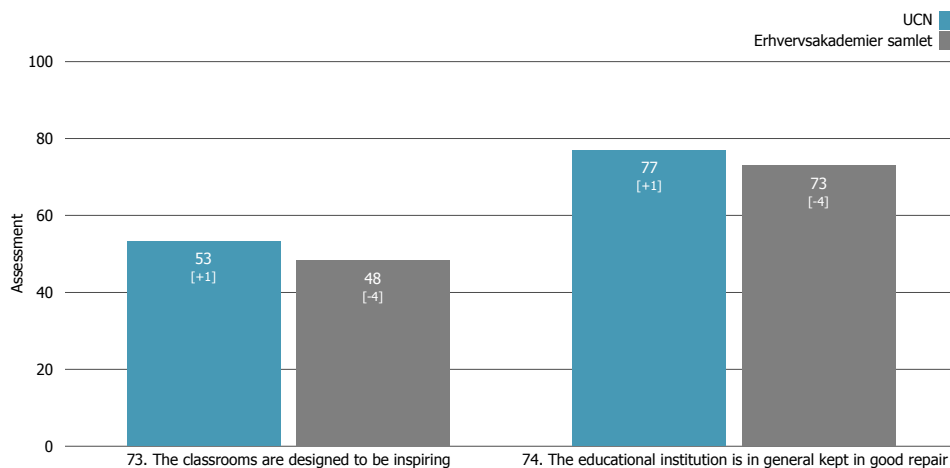
Priority map for Physical environment

The priority map shows the students' rating of the specific conditions regarding Physical environment and the impact of an improvement on the students' overall rating of Physical environment for UCN.



Aesthetic environment

The chart on the right shows the results for Aesthetic environment. These question are optional, why they are not part of the model.

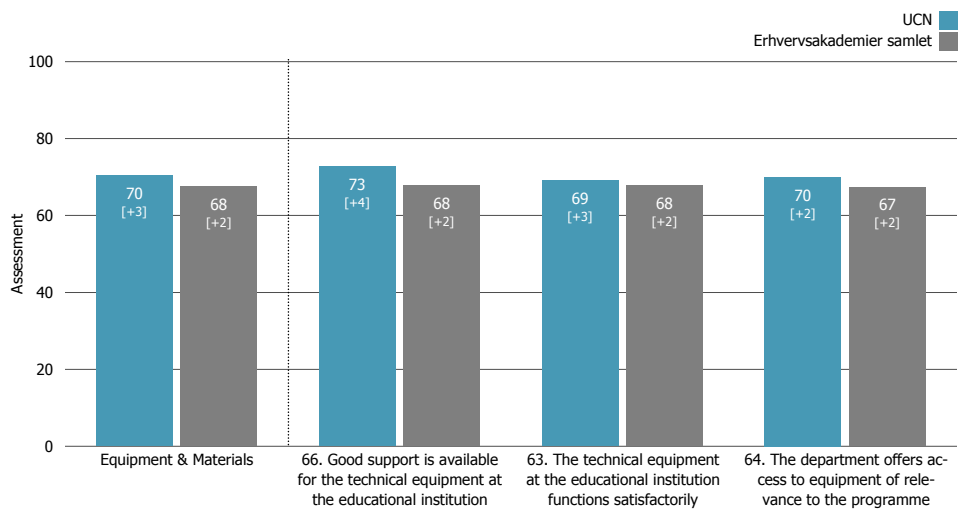


Equipment & Materials

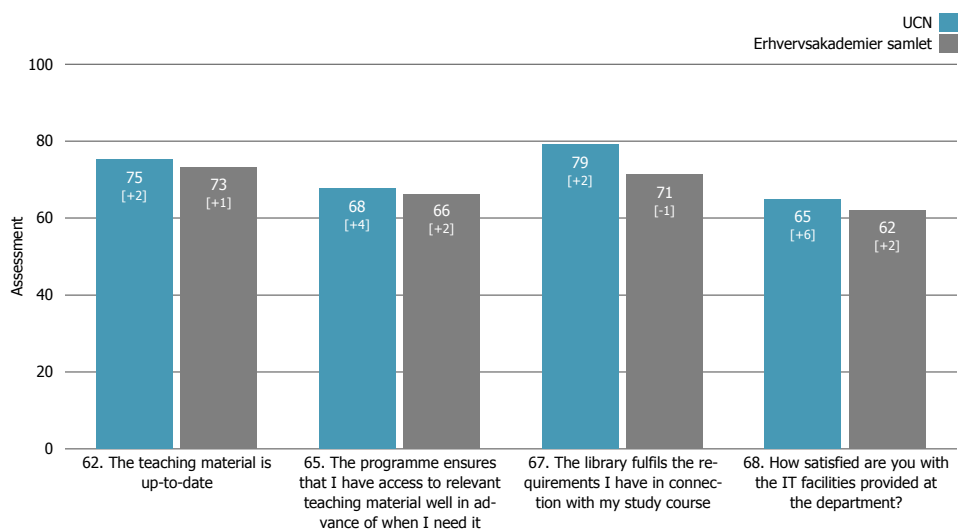
Equipment & Materials

This chart shows your students' assessment of the specific conditions under 'Equipment & Materials'.

The questions in the top chart make up the overall results for the area Equipment & Materials.



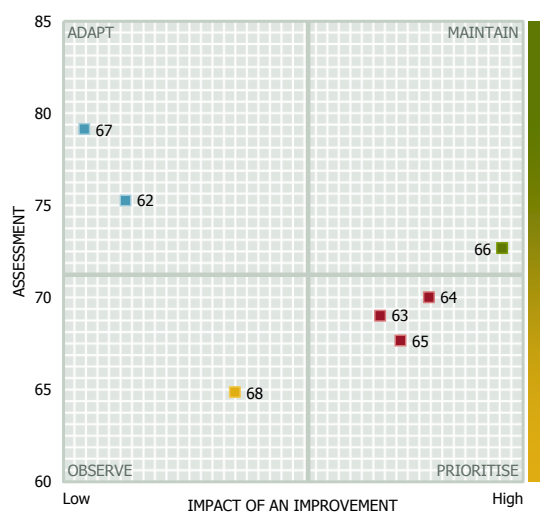
The remaining questions go into more depth in order to understand the perception of Equipment & Materials within UCN.



Equipment & Materials

Priority map for Equipment & Materials

The priority map shows the students' rating of the specific conditions regarding Equipment & Materials and the impact of an improvement on the students' overall rating of Equipment & Materials for UCN.



■ PRIORITISE

63. The technical equipment at the educational institution functions satisfactorily

64. The department offers access to equipment of relevance to the programme

65. The programme ensures that I have access to relevant teaching material well in advance of when I need it

■ MAINTAIN

66. Good support is available for the technical equipment at the educational institution

■ ADAPT

62. The teaching material is up-to-date

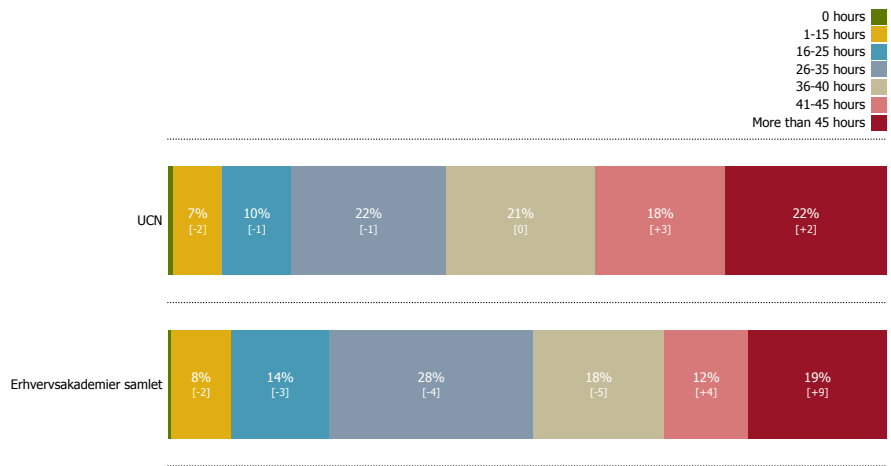
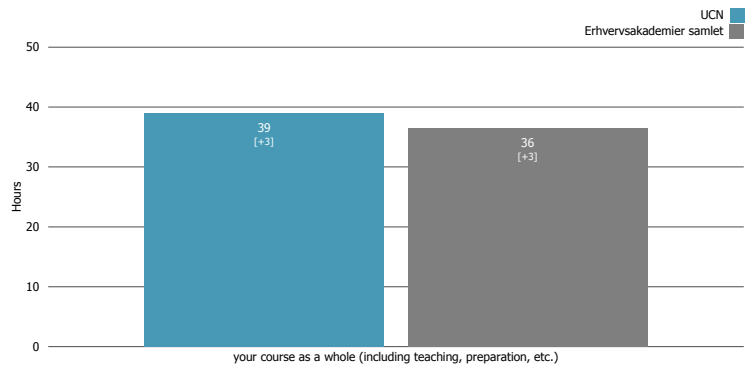
67. The library fulfils the requirements I have in connection with my study course

■ OBSERVE

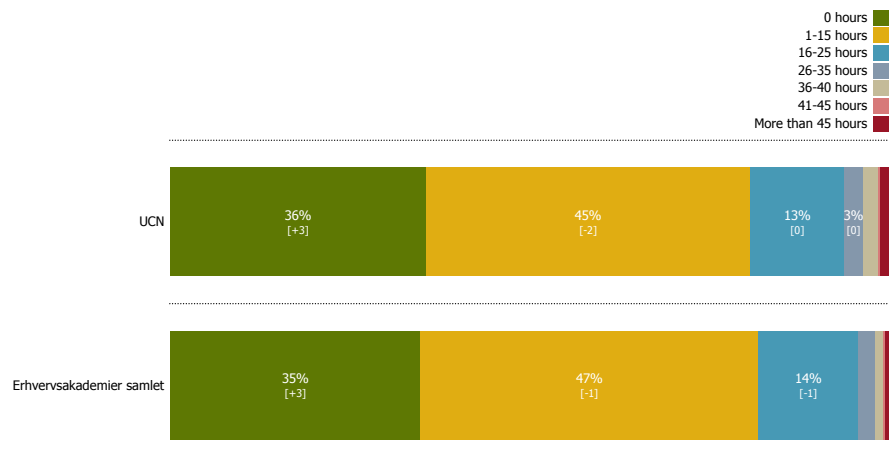
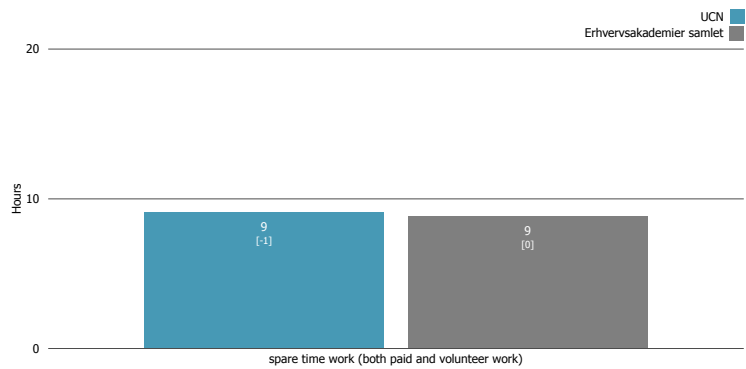
68. How satisfied are you with the IT facilities provided at the department?

Own Effort

On average, how many hours do you spend per week on:
 your course as a whole (including teaching, preparation, etc.)

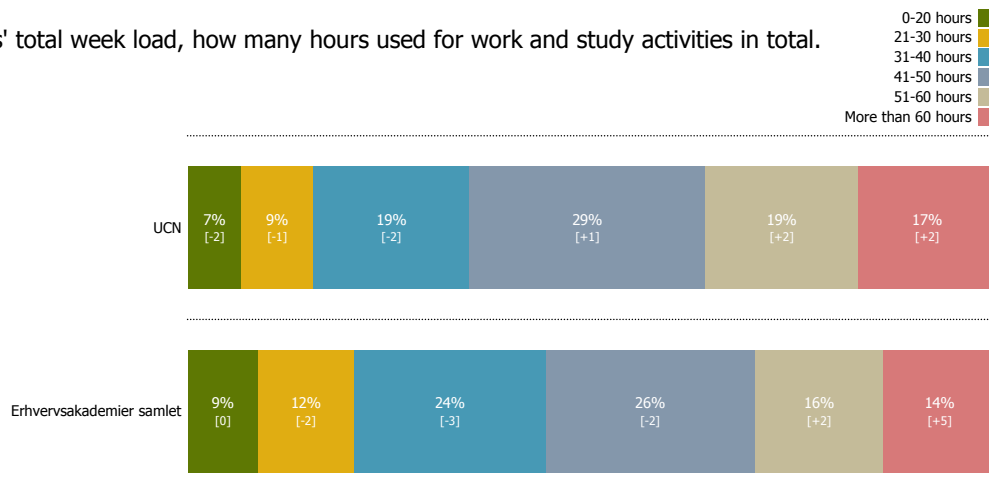


On average, how many hours do you spend per week on:
 spare time work (both paid and volunteer work)

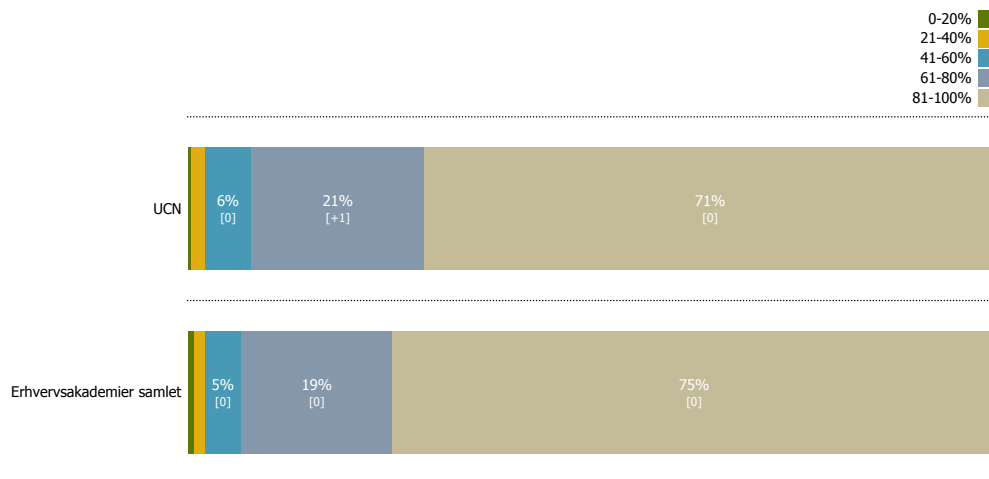


Own Effort

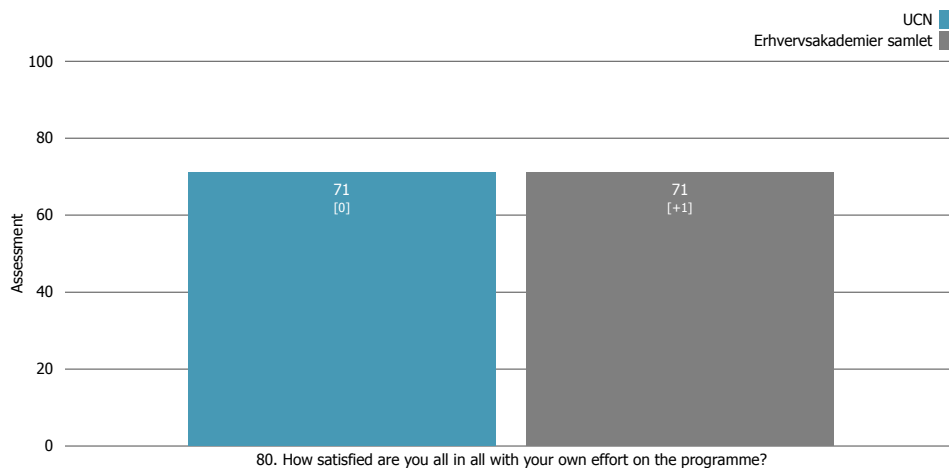
The figure shows students' total week load, how many hours used for work and study activities in total.



How great a proportion of the incurred lessons have you attended?



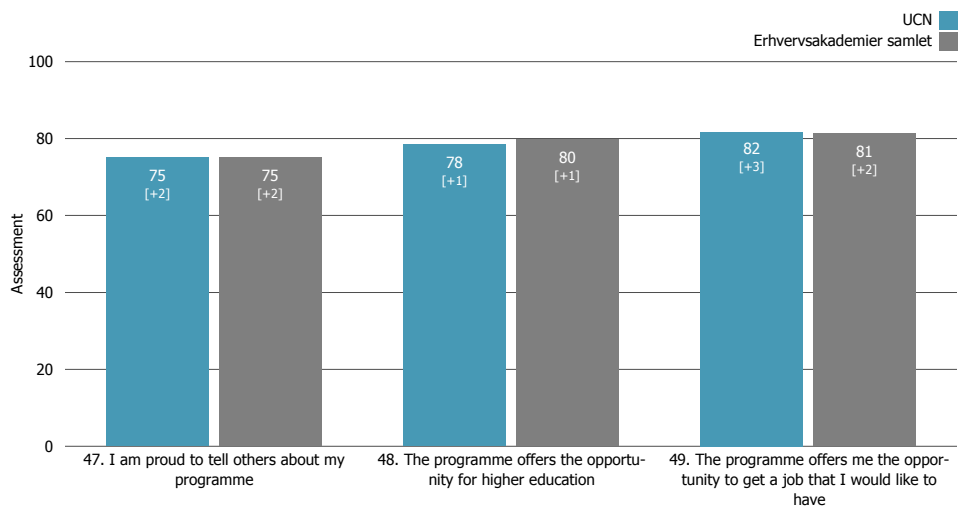
Satisfaction with own effort



Image/Relevance and Usefulness of the Degree and Examinations and Tests

Image/Relevance and Usefulness of the Degree and Examinations and Tests

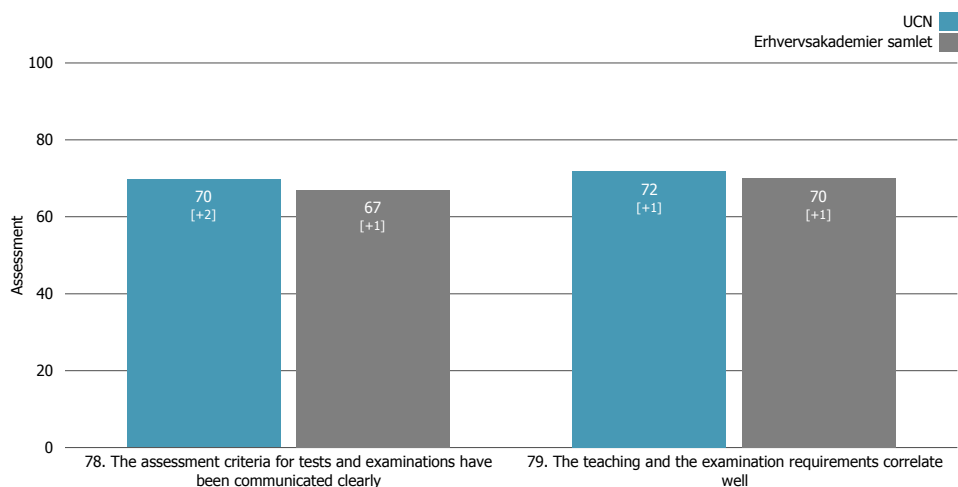
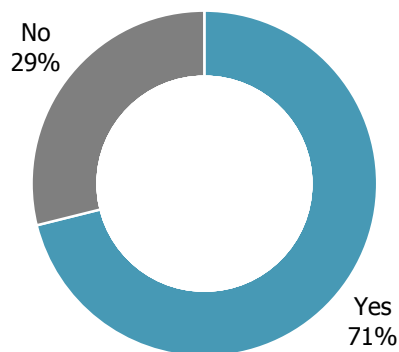
The figure on the right shows the results for Image/Relevance and Usefulness of the Degree.



Examinations and Tests

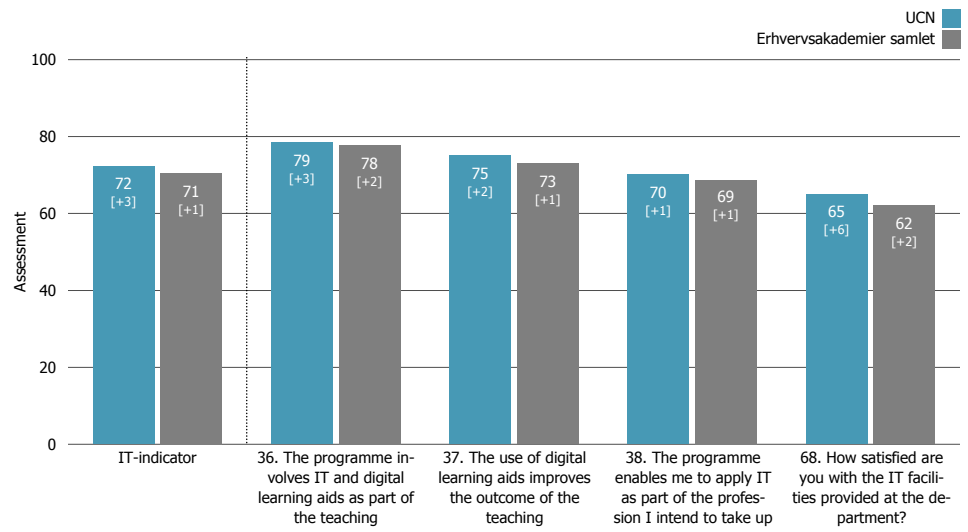
Have you attended examinations or tests on your current study programme?

The chart on the right indicates the number of students who took the exam. Only those students who answered "Yes" to the question about the exam were asked the two questions below.



IT-indicator

The figure on the right shows the result for the IT indicator

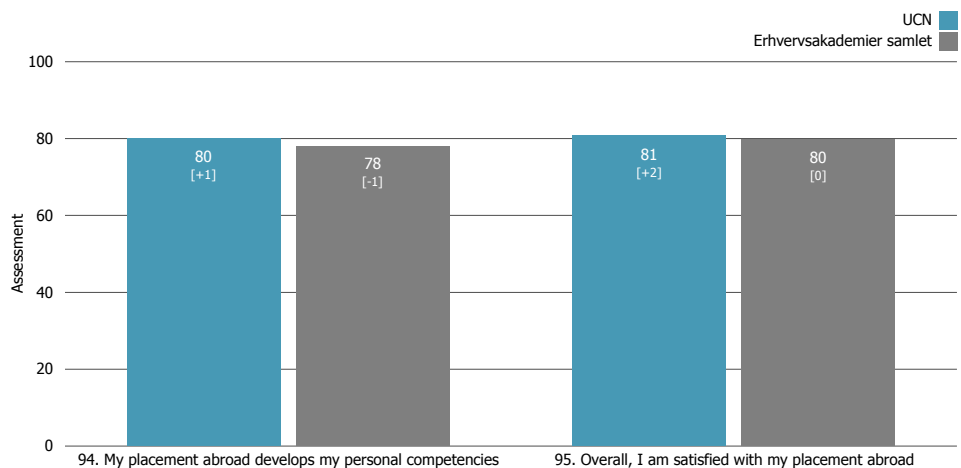
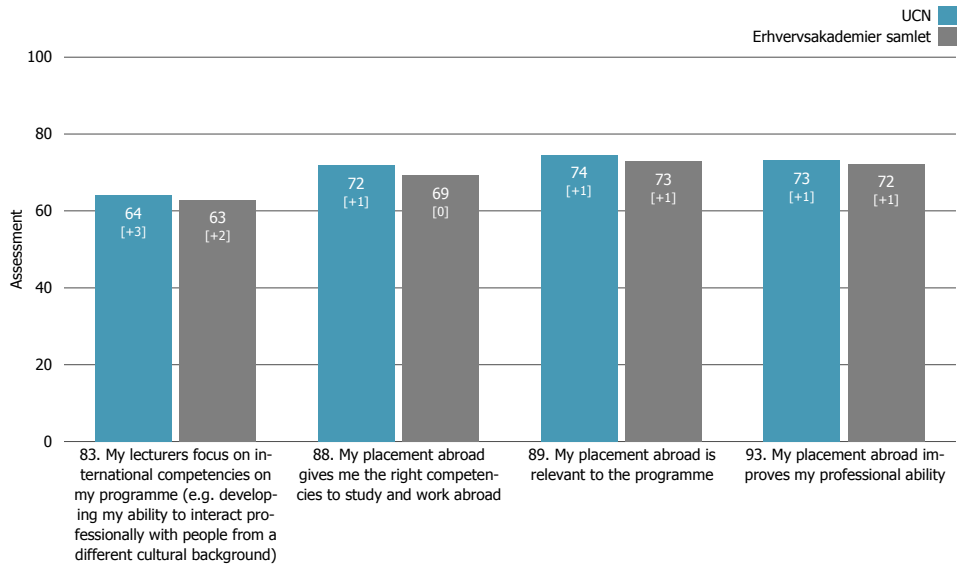
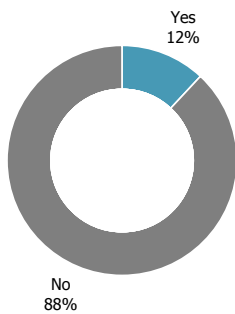


THEME: Study and work placement abroad

Study and work placement abroad

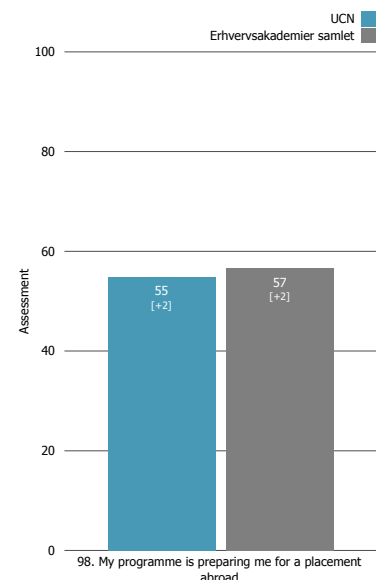
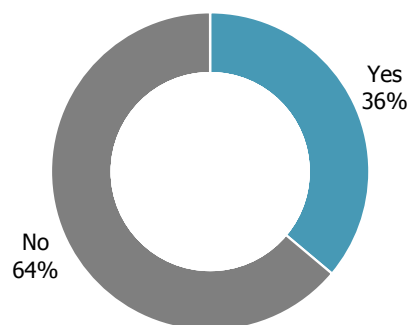
This chart shows your students' assessment of the specific conditions under Study/work placement abroad.

The figure below shows the amount of students, who have answered, who have been on a study-/work placement abroad.



Are you considering taking a placement abroad during your current programme?

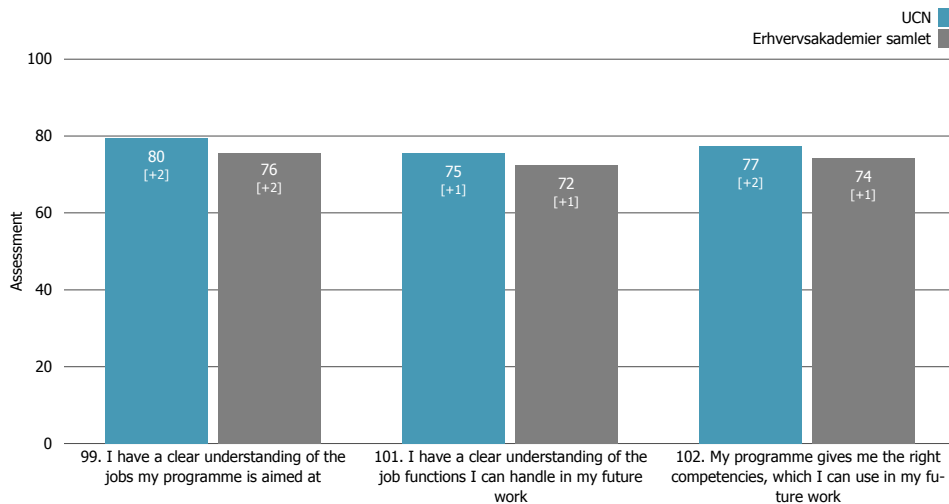
The chart on the right indicates the number of students who took the exam. Only those students who answered "Yes" were asked the question to the right.



THEME: Training and work

Training and work

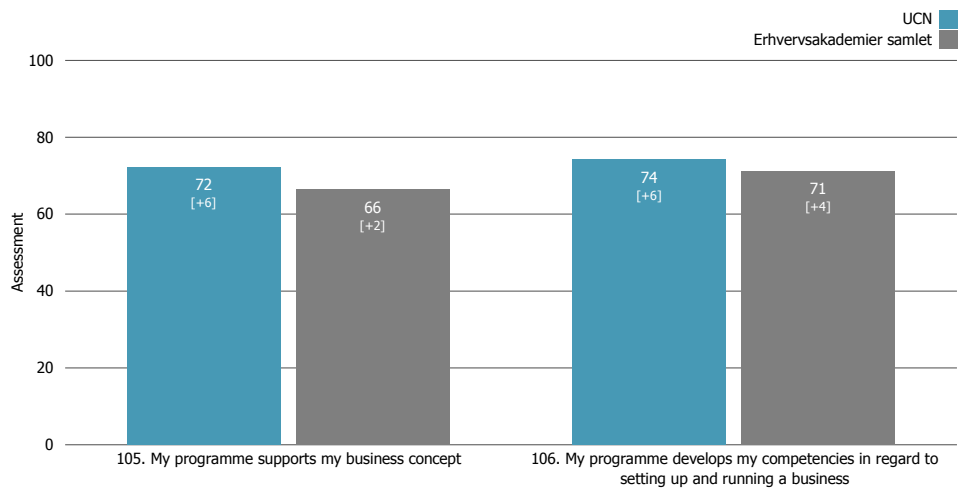
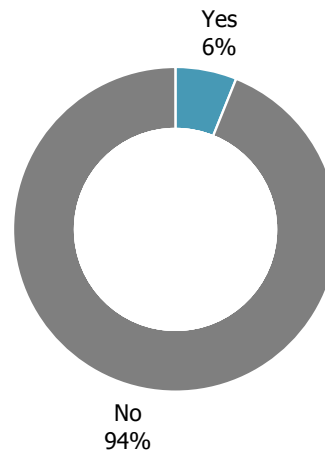
The figure on the right shows the results for Training and work.



Entrepreneurship

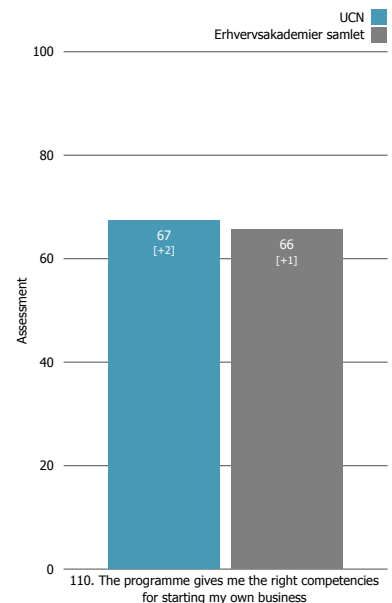
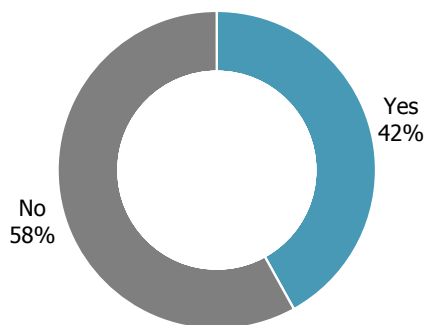
Do you run your own business?

The chart on the right indicates the number of students who run their own business. Only those students who answered "Yes" to the question have been asked further questions about this.



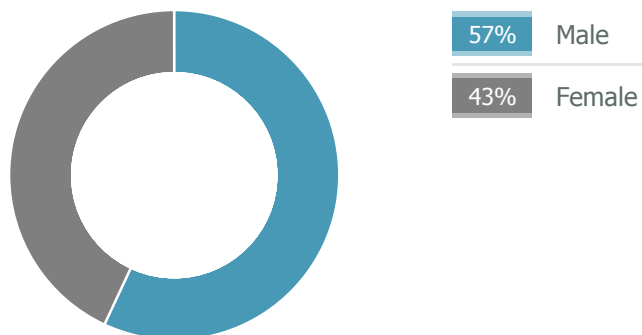
Are you considering starting your own business?

The chart on the right indicates the distribution of students in regard to the question above. Only those students who answered "Yes" to the question have been asked the question to the right.

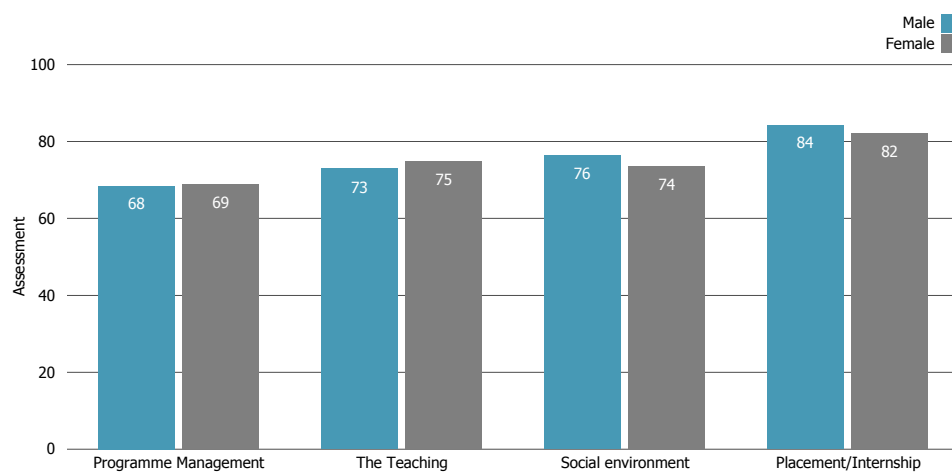
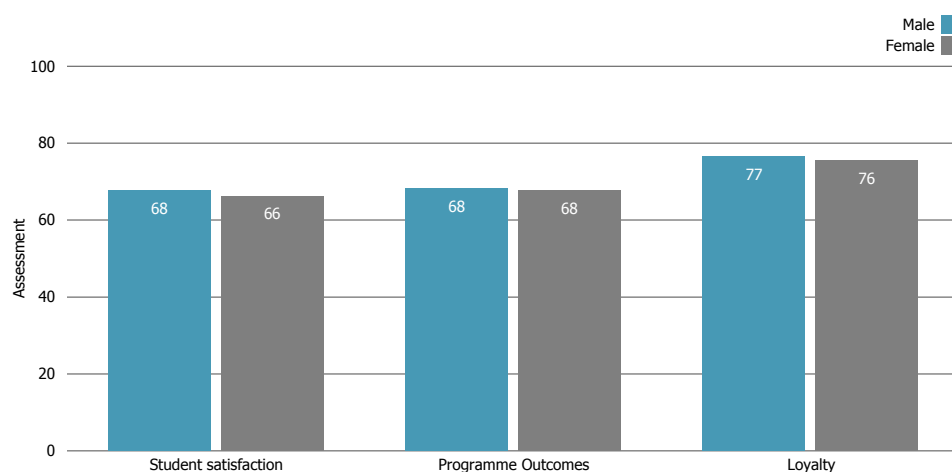


Background analysis - Sex

Distribution of students

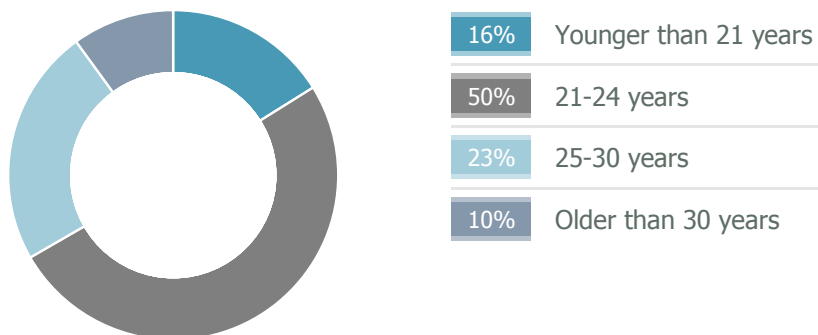


Evaluation distributed according to Sex

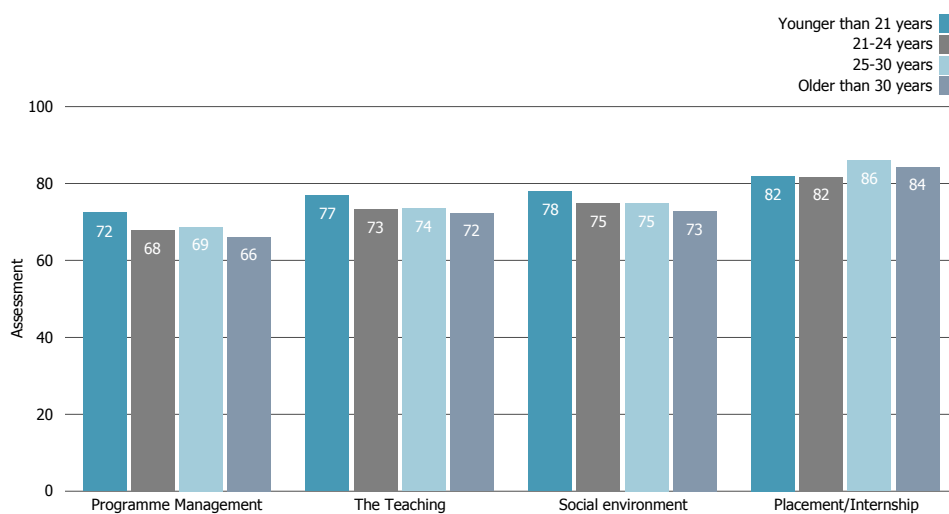
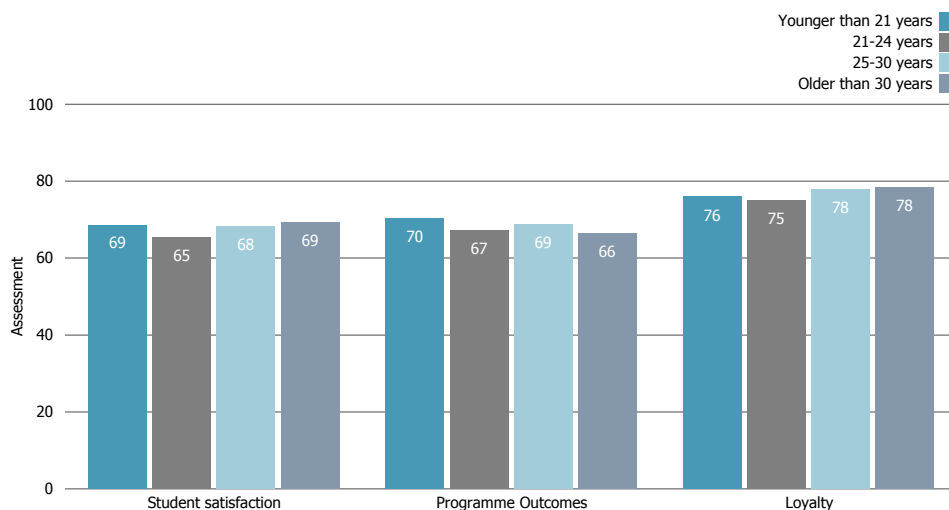


Background analysis - Age

Distribution of students

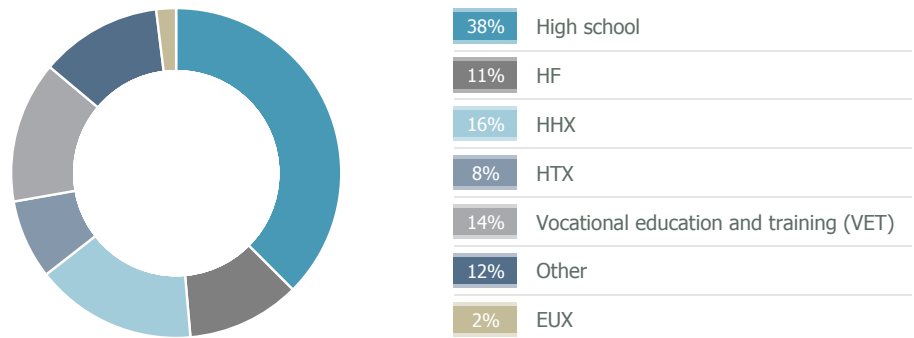


Evaluation distributed according to Age

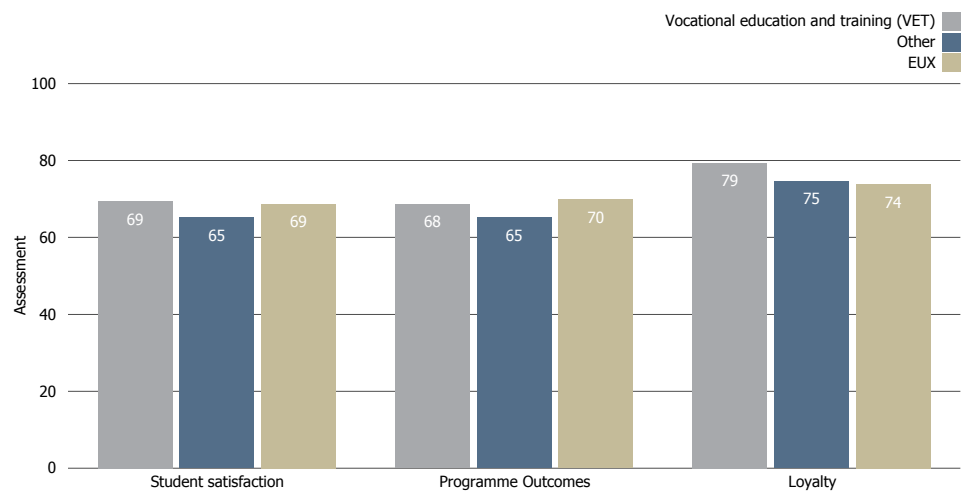
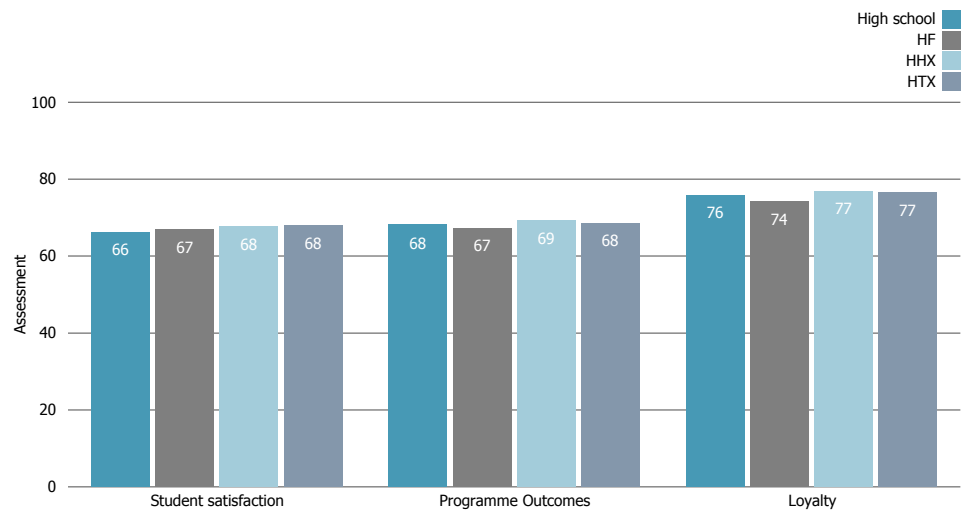


Background analysis - Entry qualification for your current programme

Distribution of students

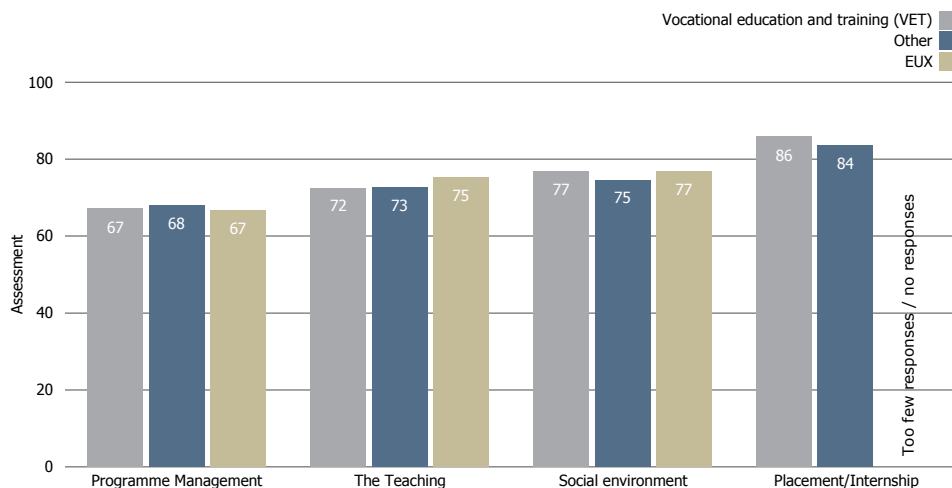
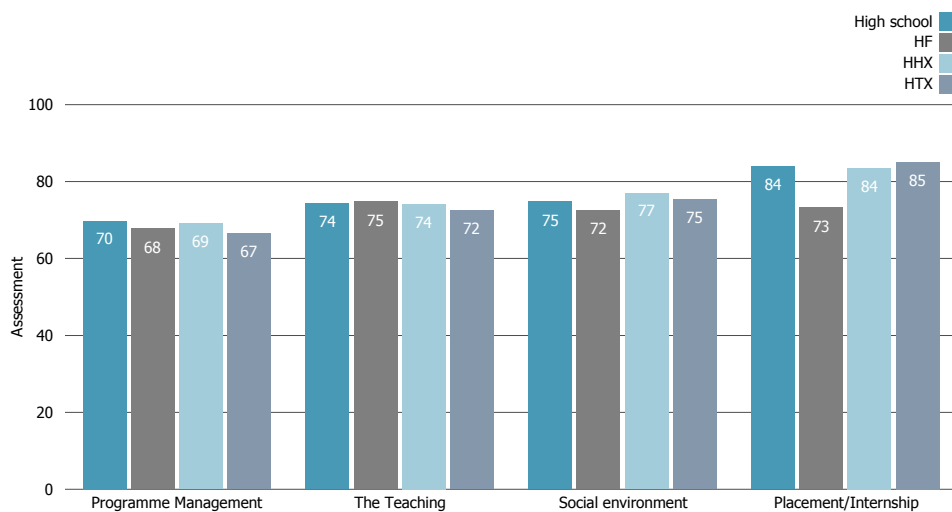


Evaluation distributed according to Entry qualification for your current programme



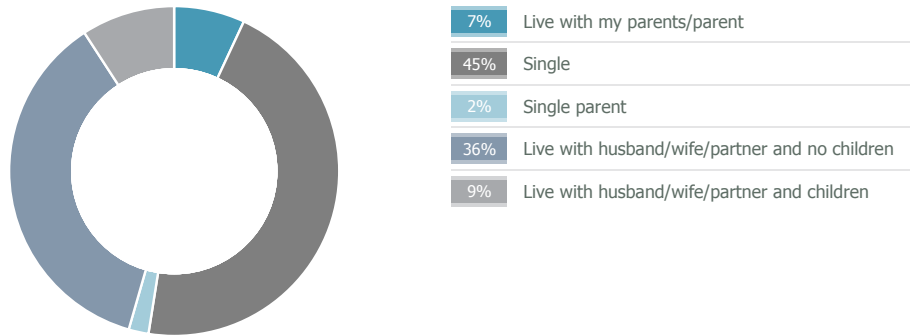
Background analysis - Entry qualification for your current programme

Evaluation distributed according to Entry qualification for your current programme

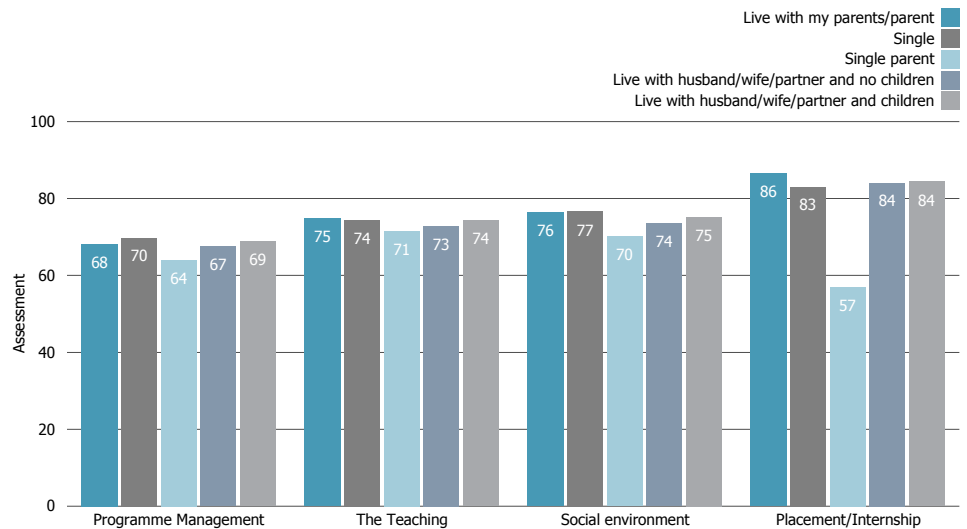
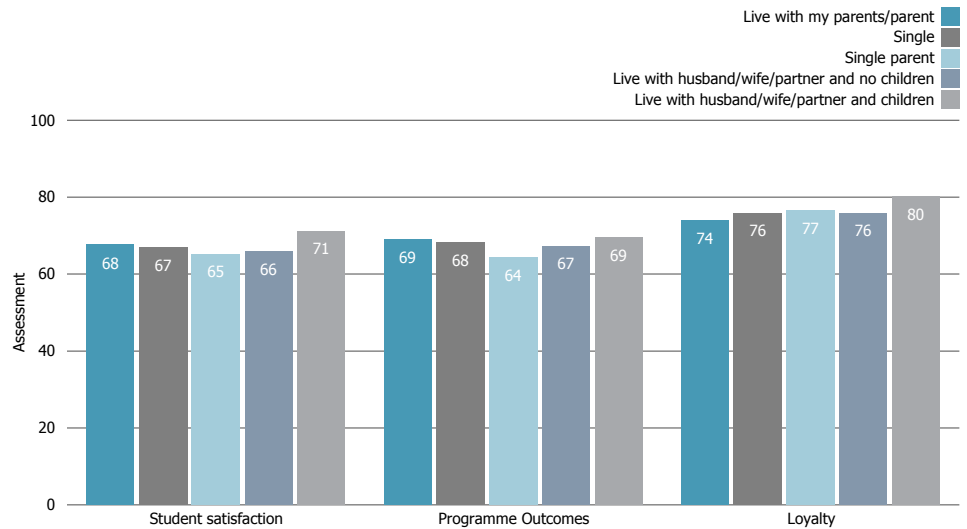


Background analysis - Living arrangement

Distribution of students

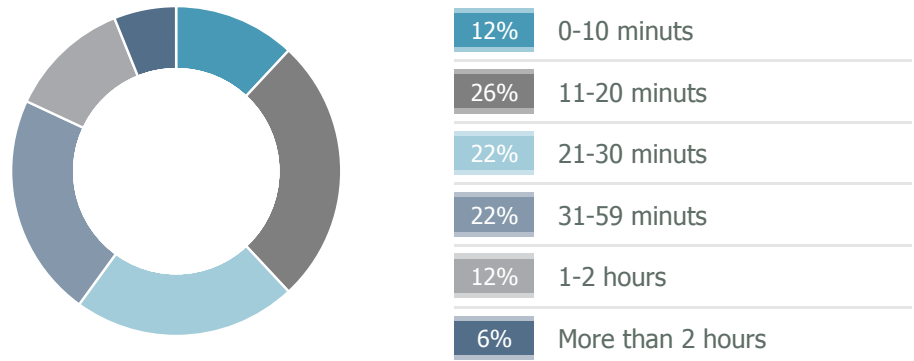


Evaluation distributed according to Living arrangement

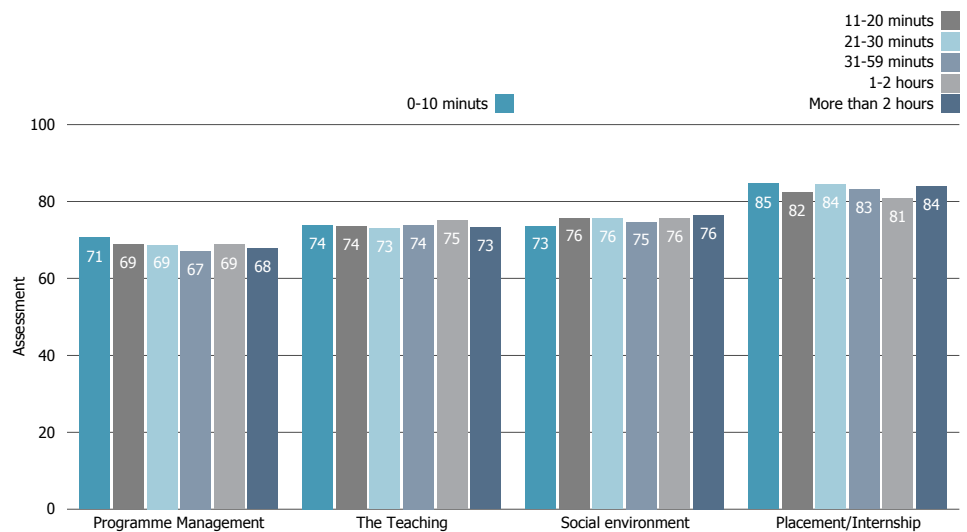
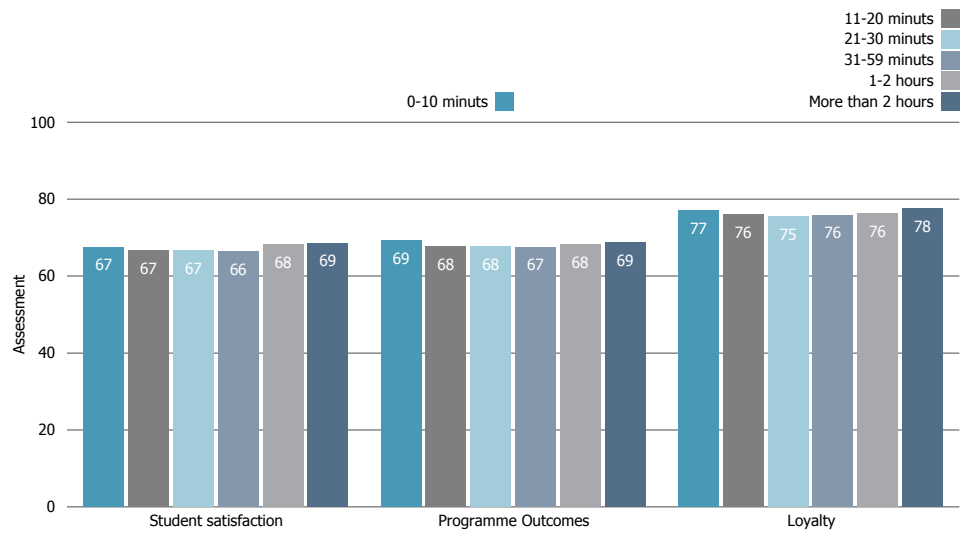


Background analysis - How long do you spend on transport to your educational institution

Distribution of students

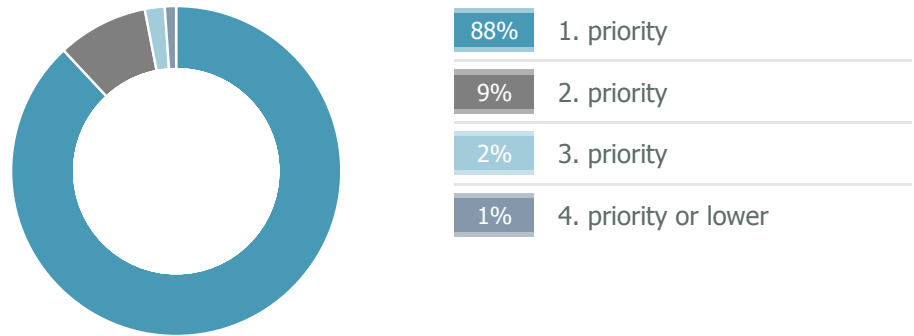


Evaluation distributed according to How long do you spend on transport to your educational institution

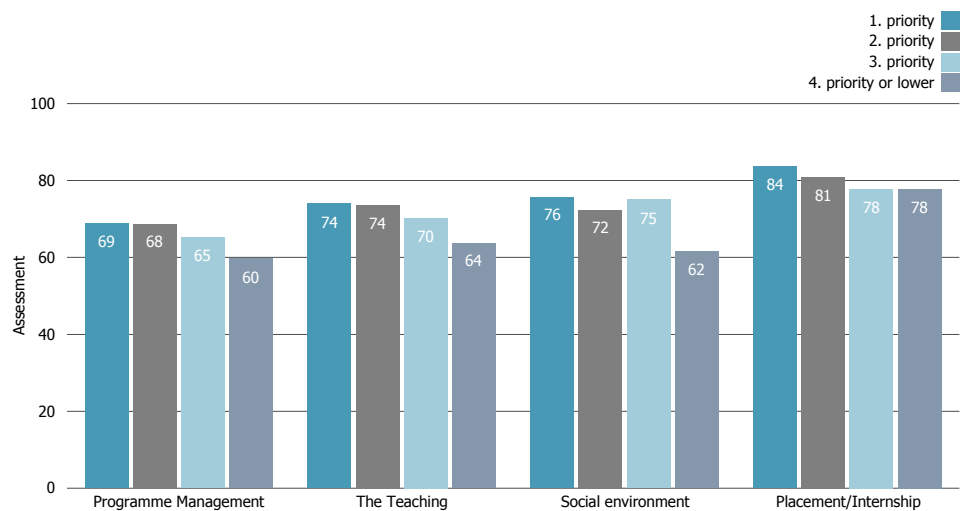
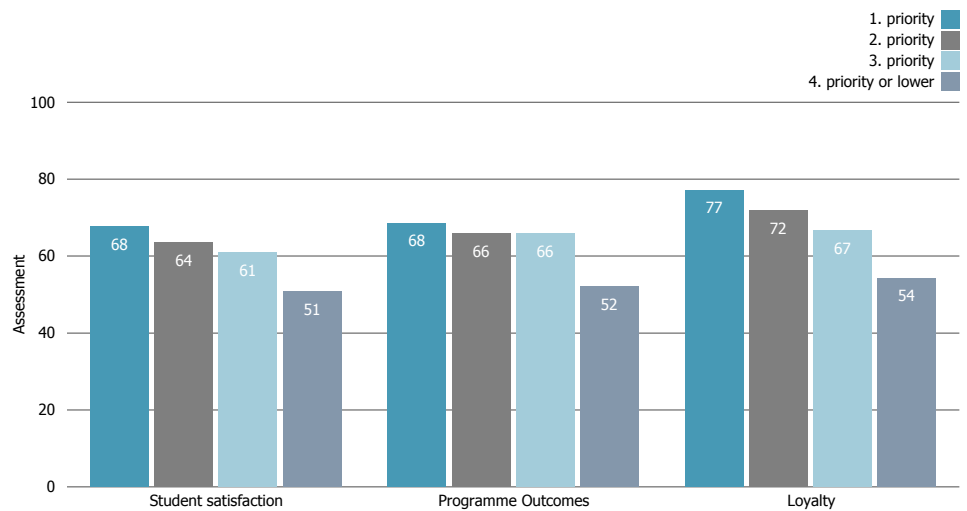


Background analysis - Priority of your current programme when you applied for admission

Distribution of students

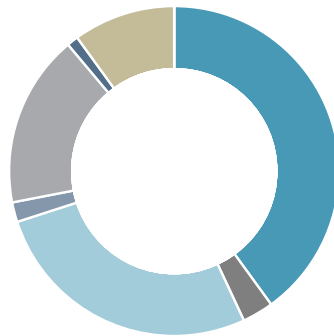


Evaluation distributed according to Priority of your current programme when you applied for admission



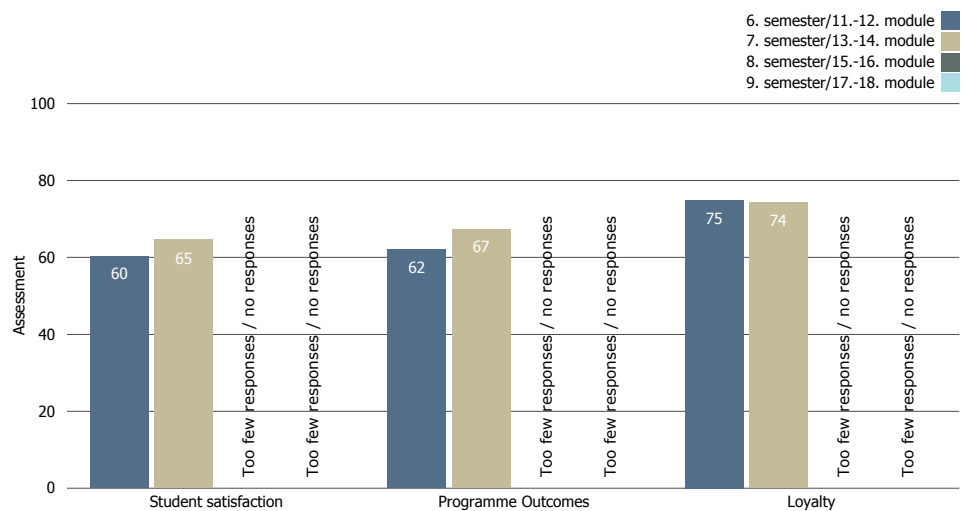
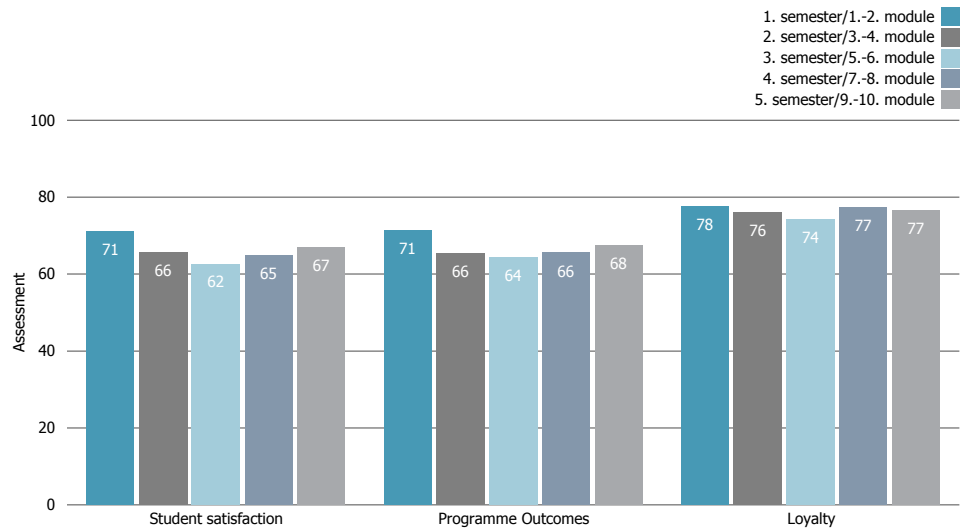
Background analysis - Semesters/modules

Distribution of students



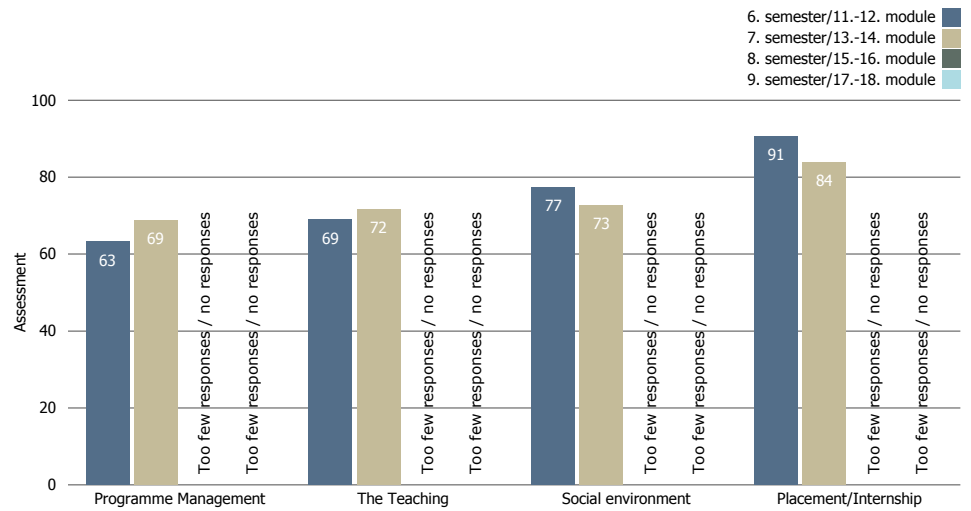
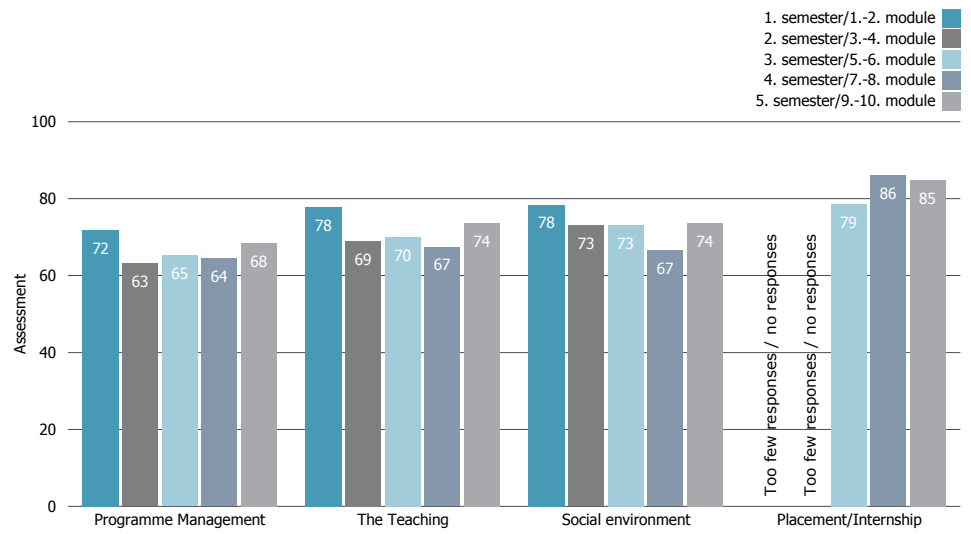
40%	1. semester/1.-2. module
3%	2. semester/3.-4. module
27%	3. semester/5.-6. module
2%	4. semester/7.-8. module
17%	5. semester/9.-10. module
1%	6. semester/11.-12. module
10%	7. semester/13.-14. module
0%	8. semester/15.-16. module
0%	9. semester/17.-18. module

Evaluation distributed according to Semesters/modules



Background analysis - Semesters/modules

Evaluation distributed according to Semesters/modules



Appendix – on ratings and calculated importance

Survey model

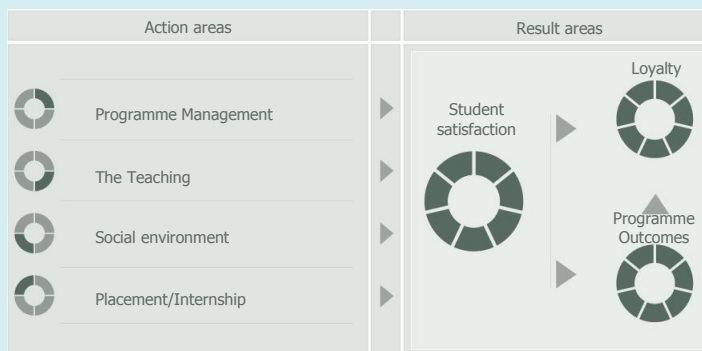
Ennova has developed a survey model specifically for higher education/professional degree courses in business academies and professional colleges. This model guarantees the best possible description of the creation of Student Satisfaction and Loyalty in Denmark's multitude of educational institutions.

The model provides answers to two central questions:

- How good are Student Satisfaction, Programme Outcomes and Loyalty?
- What factors are most important to Student Satisfaction, Programme Outcomes and Loyalty?

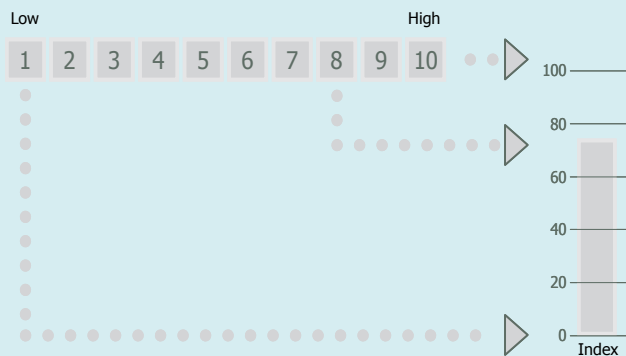
Interpretation of model

The model shows that the first four factors in the model affect Student Satisfaction at the educational institution. This will affect the students' Programme Outcomes, because the happier a person is to be attending the educational institution, the better the course is likely to go for them. This in turn affects whether the student stays on the course and thus their Loyalty.



Ratings

In the questionnaire, the employees have answered the questions on a scale of 1 to 10, where 1 is the lowest rating and 10 is the highest rating. The answers have then been transferred to a scale of 0 to 100. If a student has answered 1 to a question, the answer is converted to the score 0. If the answer is 2, it is converted to 11; 3 to 22 and so on.



Importance: Where to start?

This survey measures not only Student Satisfaction, Programme Outcomes and Loyalty, but also how important the individual areas are to the students.

Using statistical calculations, Ennova has surveyed the correlation between each area and the overall Student Satisfaction, Programme Outcomes and Loyalty. If there is a clear correlation between an area and Student Satisfaction, it can be deduced that the area is significant to the students.

The degree of correlation determines the areas in which further work will be most effective in terms of improving the Student Satisfaction. If there is a close correlation between an area and Student Satisfaction, a higher rating within the area will also produce an improved Student Satisfaction. The reverse is also true: if there is a low degree of correlation, a high rating within the area will have little bearing on the Student Satisfaction.

The survey identifies the areas that are most important to the students and have the highest importance for the Student Satisfaction.

Appendix – overall and specific priority maps

<p>Two types of priority maps</p>	<p>The report uses two types of priority maps: an overall priority map and a number of specific priority maps.</p>				
<p>Overall priority map</p>	<p>The overall priority map indicates the prioritisation of the four areas: Programme Management, The Teaching, Social environment and Placement/Internship.</p> <p>The map shows how these areas can be identified as action areas, strengths, opportunities or weaknesses in terms of improving the overall Student Satisfaction and Loyalty.</p> <p>Please note: As a rule, the overall priority map should determine which area is assigned the highest priority in the ongoing development work.</p> <p>The specific priority maps are then used to identify the questions that contribute most to the area.</p>				
<p>Specific priority maps</p>	<p>The specific priority maps are more detailed and show prioritisation at question level.</p> <p>The specific priority maps thus show how the individual questions under a given area can be categorised as action areas, strengths, opportunities or weaknesses in terms of improving the Satisfaction with the area.</p>				
<p>An example</p>	<p>In the example below, resources should primarily be allocated to the improvement of area 2 as this is in the "action area" field, whereas area 1 is in the "opportunities" field.</p> <p>How can you specifically improve area 2? You now need to look at the specific priority map attached to area 2. The most efficient improvement effort will be achieved by focusing on the questions which, on this map, are within the "action area" field (marked by a red square).</p> <div data-bbox="526 1422 1412 1892" style="border: 1px solid #ccc; padding: 10px; margin-top: 20px;"> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 50%; border: 1px solid #ccc; padding: 5px;">Overall priority map</th> <th style="width: 50%; border: 1px solid #ccc; padding: 5px;">Specific priority maps</th> </tr> </thead> <tbody> <tr> <td style="border: 1px solid #ccc; padding: 10px; text-align: center;"> </td> <td style="border: 1px solid #ccc; padding: 10px;"> <div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="margin-left: 10px;">AREA 1</div> </div> <hr/> <div style="display: flex; align-items: center;"> <div style="margin-left: 10px;">AREA 2</div> </div> </td> </tr> </tbody> </table> </div>	Overall priority map	Specific priority maps		<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="margin-left: 10px;">AREA 1</div> </div> <hr/> <div style="display: flex; align-items: center;"> <div style="margin-left: 10px;">AREA 2</div> </div>
Overall priority map	Specific priority maps				
	<div style="display: flex; align-items: center; margin-bottom: 10px;"> <div style="margin-left: 10px;">AREA 1</div> </div> <hr/> <div style="display: flex; align-items: center;"> <div style="margin-left: 10px;">AREA 2</div> </div>				
